

May 17, 1958

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for your letter of March 11 and for the comments you made about the phrasing of the title of the seminar.

This looked mighty strange to me when first I saw it, and I wondered if this is what Headquarters really wanted. It certainly didn't seem to me that this is what the committee had in mind.

Sincerely,

Ray

Raymond D. Cheydleur
NAEB Research Committee

CC: Sam Becker

airmail

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

May 16, 1958

Mr. Sam Becker
State University of Iowa
Television Center
Iowa City, Iowa

Dear Sam:

In regard to the resolutions of the Utilization Study Group, I would suggest that Gale's committee would be the one to sponsor such a resolution.

The survey referred to in the first paragraph is not the kind of research we discussed at the NAEB Seminar in Columbus and is of the type which the Utilization Committee could well conduct on its own, particularly with the experience of Gale Adkins available. Should he want to consult with a representative of the research committee on questionnaire design, etc., I think this would be most appropriate.

The systematic collection of factual information is an important activity, and it is to be hoped that many of the committees will have occasion to do so. If all such projects were to be funneled through the research committee we would end up a bottleneck rather than a facilitating committee.

Sincerely,



Irving R. Merrill
Director of Television Research

IRM/cdm

cc: Harry J. Skornia

File: NAEB Research committee

INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS + URBANA

May 8, 1958

Prof. Sam L. Becker
Department of Speech
State University of Iowa
Iowa City, Iowa

Dear Sam:

Finally can get around to answering your note to the research committee. Hope I am not too late.

No, I will not be able to attend the Ohio Institute, and hence the extra-day research committee meeting as well. But yes, I do have some thoughts on the problems you raise in your memo.

Assuming we have only the two grand to play around with, my first inclination is to say just let's continue as we have been. By this I mean that this is such a paltry sum to begin with, it is hardly worthwhile trying to develop more grandiose plans. Even if we have more, I still would favor the general system of inviting proposals for research on a variety of topics rather than us trying to limit the grants to certain areas. I base this suggestion on two feelings I have: (1) Research is needed in ETV and radio in almost an area, and (2) I find it personally abhorrent to try to dictate research interests to others just because we may control some of the purse-strings. Scholarship and good research flourishes, I think, in an atmosphere of free choice. My main complaint on the activities of Ford and ETRC in the ETV area to date is just on this point--they have virtually decided what kinds of research they will support, and anyone wanting to do research in this area is almost forced to comply with these limitations if they want some support.

The above, of course, should be no excuse to sponsor poor research. Rather, we should invite applications across the board, as it were, and make our decisions on the merits of the individual projects. I do wish, however, that we had more than \$2,000 to work with. There are obviously some projects that could be done for just a few hundred dollars, but there may be a real hot one that would need most of the available funds, and I would hate to be in the position of turning it down just because we feel we can only offer just so much for each individual project.

Generally, my feelings are that NAEB should appoint a Research Director or something similar, who will try to work with the committee toward one primary aim at the present--approaching the powers and places that be to get more funds for research, which the committee can then allocate to needy and worthy projects. Better still, the committee, on its own, can try to develop a few substantial research ideas and then try to get funds for that

May 8, 1958

soon--I still don't know what our function is, but if my guess is half-way correct, we will accomplish next to nothing unless we get the ball rolling real soon. For the most part, research in radio and TV has followed rather than led; it has been a posteri rather than a priori. Maybe we can do something about changing this state of affairs, since it does seem to be a case of cart-before-the-horse, and all that jazz.

About some of your other comments: I don't think we should go into the publishing business. The need now is for good research and not so much the dissemination of not-so-good completed research. Similarly, I regard our responsibility more along the lines of initiating or stimulating research rather than teaching station managers how to use it. If they ask for it, OK, but let us not try to push it on them. And even if they ask, I am not so sure we know what to tell them at this stage.

Again, on Ray Cheydleur's remarks, my feeling is that we should neither favor applied or basic research, or anything else. It would be false and presumptuous for us to do so, I think. However, if we do have to make a choice, I obviously lean more toward the basic, not only because I do this kind myself but also because we have ample evidence that the applied without the basic is like building a bridge without any knowledge of structural factors, etc.

Re Irvin's suggestion to the Census Bureau, fine and dandy--every little bit helps certainly. However, if I had a choice of two questions to add to the already overlong census forms, I personally would not put in these two--we already know quite a bit about set ownership and their correlates (the fact that 84% of the population has a TV set today brings us to the near saturation point, and who cares about the others); I would like to know more about the people than their demographic characteristics. However, this is obviously a personal bias of mine, so make of it what you will.

That's my contribution--lengthy perhaps, but probably amounting to next to nothing. I may be off-base on all this, but I am still in the dark regarding the function of the NAEB research committee. Perhaps you can enlighten me when you have the chance.

Sorry to sound off so hard and long, but you asked for it, remember. And while I am in this mood, let me add my keen disappointment at the contents of the report of our NAEB research meeting in Columbus. I thought we did contribute a little more in the way of specific suggestions and creative ideas than the report reflected. As it is, it reads, to me at least, like a primer for any introductory course in research methods. I don't see it much as a stimulus for new research, which I thought was the aim.

Glad to hear you people are using the SD in some of your work. If possible, please keep me in touch with further developments on this--what kinds of problems, how used, etc. We do like to keep on top of such developments and applications.

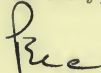
Prof. S. L. Becker

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May 8, 1958

Let me hear from you soon on these matters. I also hear you will be off next year on a Fulbright or something. Good show. When and where are you going? Best regards.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Perc' followed by a stylized surname.

Perc Tannenbaum

PHT:fs

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

May 6, 1958

Professor Sam Becker, Chairman
NAEB Research Committee
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam,

In looking over Elmer Sulzer's NAEB report, Promoting Educational Broadcasting, I found the following recommendations: Wide discrepancies in the printing costs of program schedules would seem to indicate that the NAEB could sponsor some helpful research along these lines. This preliminary survey indicates a large area of possible research in the public relations activities of educational broadcasting stations that should be explored on a systematic and scientific basis.

Are these matters upon which action should be taken by the research committee?

Yours sincerely,



Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

14 GREGORY HALL
URBANA, ILLINOIS

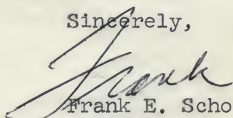
June 26, 1958

Dr. Sam Becker
TV Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

You may have learned from other sources, but in any event, Burton Paulu has resigned as NAEB president to accept a study grant from The Fund for Advancement. I have been named to fill the unexpired term. As President, I therefore ask you to continue to serve as Chairman of the Research Committee, along with committee members appointed by Paulu.

Sincerely,



Frank E. Schooley
President

FESfb

cc: Ray Cheydleur
Irv Merrill
Ken Harwood
I. Keith Tyler
Hideya Kumata
Perc Tannerbaum

File

The Florida State University
Tallahassee

UNIVERSITY BROADCASTING SERVICES

June 25, 1958

Dr. Sam L. Becker, Chairman
NAEB Research Committee
Division of Radio, Television, Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

The proposed announcement looks good!

Could we have some sort of statement asking the institutions to show what they are contributing to the project? --I don't say this should be on a matching funds basis but I would like to see something contributed in the way of IBM cards, use of equipment, etc.

Where do we stand with the report from Ohio? Didn't Keith say that we could expect the finish of the project long before this?

Seems to me that if we're ever going to get out of the penny-grant business and really get into some dollar-grants, this study better be finished in a hurry. Then, too, the Board isn't going to pay for a \$12-\$15,000 Director until this has been nailed down.

I appreciate your offer to help me, Sam. Really, I'm glad to get out of here. I'm so sick of the dishonesty and the dirt that has piled up in the last three years I'm mighty glad to leave the department. The school is okay, but that's about all one can say. Almost everyone is looking for somewhere else to go. Our Music Director just accepted a position at Wayne University. Lee Drefuss offered him also twice as much as what he's being paid here.--I did Lee a favor by telling him about this good man, and ~~they~~ they've got a bargain.

By the way, we also have an excellent film man here wanting to leave as soon as possible. He's done about sixty films, several taking first prize. If you have a spot or know of anything, a reasonable offer would get him. I can put my personal stamp of approval on this man, however, the quality of his work speaks for itself.

I take a vacation for a month, not having had one in two years, and after this week you can reach me at 1584 Lee Avenue. In August I go to the new Manatee College being built by the State at Bradenton, and will head their Speech Dept. We hope to get into ETV there just as soon as the Florida TV Commission can push its development.

Thank goodness on my new job I won't have to sneak around trying to get research done or will try to hide what I've been doing with NAEB, as I have had to do here

for three long years. --So much of it had to be done at lunch when Roy Flynn was out of the office, because of his dislike toward research and toward what NAEB stands for.

Oh, well, that is the past. The salary may be low where I'm going, but I have a good President to work with, and I can at last lift my head out of the filthy slime I have been in for so long.

If you and the wife might plan a late Florida summer vacation, Janet and I would enjoy having you at Bradenton. It's only a few miles from Tampa and they tell me the white sand is the best in the world.

Cordially,

Roy

Raymond D. Cheydleur
Assistant Director

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

June 25, 1958

Dr. Sam L. Becker, Chairman
NAEB Research Committee
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam,

Thank you for your thoughtful analysis of the current problems of the research committee.

Regarding the quotation from Cheydleur on the first page of your hectograph, you may recall that the specifics of what will not be paid for are described in the rules that have been distributed by Skornia.

It is a revision of these rules instead of the announcement of the grants that may be wanted.

You have my agreement that the money of a grant should not pay for the costs of publication, except in extremely unusual circumstances.

It may be good to circulate announcement of grants to NAEB institutional members and NAEB individual members, as well as to academic departments such as those of psychology, sociology, and education.

Of course our relations with other NAEB committees is a matter of policy and should be discussed with Harry or with Burton. Burton is teaching for us here until August 2 and he said that he is resigning his presency immediately in order to accept a Ford grant for further study of European broadcasting during the academic year beginning in September.

Dr. Sam L. Becker

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June 25, 1958

My only suggestion regarding revision of the announcement of grants is that in the first paragraph of the announcement the words "unusually high quality and of" may well be inserted just before the words "general significance."

All good summer wishes to you.

Cordially,



Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

July 10, 1958

Mr. Sam Becker
Director of Radio-Television Instruction
State University of Iowa
Iowa City, Iowa

Dear Sam:

I have carefully re-read the NABE announcement of Grants-in-Aid, and have also read your memorandum. While I agree with Harwood that we need higher quality rather than more research, the statement of the purpose of the Grants-in-Aid makes it clear we are after quality. Tannebaum's comment regarding making research funds available for any worthwhile project does not seem practical within a "trade association" framework such as ours. I think we would not spend our money properly unless the subject of the research was limited to educational broadcasting.

As to the Columbus meeting we had David A. Traylor, Account Executive, A. C. Nielsen Company, discuss "Status of Commercial Broadcast Research Today". Kumata discussed "The NABE Seminar on Educational Broadcast Research". Si Yassin, Research Sociologist, Audience Research Division, Canadian Broadcasting Corporation, discussed "Using Survey Techniques to Study Effects of CBC Informational Broadcasting". I gave a research paper on one of our recent projects. Traylor, Kumata, and Yassin gave excellent presentations which are available on tape recording. I was personally very disappointed in the size of the audience which did not run much beyond twenty-five, and I do not see how we can bring people all the way from Canada to talk to that number of listeners. I think it is significant that no ETV station manager attended the session. I think this fact has real implication for our move to get a director of research for the NABE. As a matter of fact, I do not recall having seen a station manager at the research session in the past several years. We may have considerable trouble getting board approval for such a position. That is my first reaction. Also, the education job of the research director, if we get him, may well be his most important activity. This is my second reaction.

And now congratulations on receiving a grant for post-doctoral study in New York. You are the kind of live wire individual who will really make the most of this opportunity. Again, my congratulations.

Mr. Sam Becker
Page two

Will you be chairman of the committee after September? I am becoming more and more concerned that the momentum of our Columbus meeting last December does not stall completely. I hope you will be able to continue your committee chairmanship and perhaps be in an excellent position to do some real long-range planning.

Sincerely,

A handwritten signature in blue ink, appearing to be 'I. R. Merrill', with a stylized flourish at the end.

Irving R. Merrill
Director of Television Research

IRM/cdm

File
To members of the NAEB Research Committee:

Sorry that we were not able to have a meeting at Columbus. We could have settled committee business much more efficiently there. However, the mails will have to serve. The majority of the committee, in response to our last memorandum, indicated that the grants-in-aid should be continued. We still have no word on additional funds and so I feel should get the grants-in-aid project set up for 1958-59 and then see whether more money is forthcoming before making further definite plans. There seems to be some disagreement within the committee on whether the purpose of these grants needs redefining. I believe that the easiest way to get this settled is to send each of you a copy of the announcement for this year and have you indicate what changes you feel should be made for the '58-'59 announcement. Please be specific. You can either insert changes on the copy which I am enclosing -- or can retype the entire business in the way which you feel it should be.

In deciding on this, perhaps some of the reactions of other committee members would be helpful. Here they are:

Harwood: Probably the general purpose of these grants could be to encourage research of a higher quality instead of merely more research. I am able to think of very little research in which the committee may not be interested, if that research is proposed by a competent researcher who has knowledge of educational broadcasting.

Cheydleru: We need to be very specific in our announcements about what expenses we intend to pay...The idea strikes me that committee projects should be approved right along with those that are submitted by other applicants.

Tannenbaum: I still would favor the general system of inviting proposals for research on a variety of topics rather than us trying to limit the grants to certain areas.Scholarship and good research flourish, I think, in an atmosphere of free choice.

I believe that everyone is agreed that such matters as publication of anything should not be done with these \$2,000.00 unless we fail to turn up research proposals which warrant giving all of the two grand away. (The publication of the Columbus seminar report does not come out of our \$2,000.00) Everyone might keep in mind this possibility and have some suggestions for committee projects, etc. next February. I am reminded also that, in my opinion, one of the reasons we have not gotten more good research proposals in the past is that the announcements have not always gotten to the proper persons at all schools. Any suggestions, specific or general, which you have for

distribution of these announcements will be appreciated. I am certain that there are plenty of excellent research projects around which can be improved with the addition of a few hundred dollars. We simply need to get our announcement into the hands of these researchers.

I realize how difficult it is to take time out of your activities to lend an hour or two to the NAEB. I am probably one of the greatest procrastinators on matters of this sort. I would appreciate any attention that you can give this matter. It would be very helpful if we could have your replies by early July.

Looking forward to hearing from you. Let me say in advance that we appreciate all suggestions. Let them fly!

Best,



Sam L. Becker
Chairman, NAEB
Research Committee

SLB:mv
Encl.

*formulate plans
for research
make recommendations
to the board.*

*Advise the president
advise the org. on needed research
Encourage research (financially & otherwise)*

File

During the first part of the year, Burton Paulu requested a general statement be prepared to determine and explain the function of the NAEB Research Committee. Until such time this group could meet, the following paragraph was submitted for consideration.

It now needs to be edited, revised, etc.

"The functions and operations of the Research Committee are handled by a seven-man committee appointed by the President of the Association. The research objectives of the committee seek to constantly sift and winnow that material which is of interest and help to educational broadcasters. Its specific interests include: the constant examination of basic concepts and the interpretation of data; the sponsorship of research through the graduate centers by financial help through its Grant's-in-Aid program; through holding seminars as needed, to review each year the needs of the committee, the research needs of NAEB committees, those needs of NAEB Headquarters, and of educational broadcasting in general; and the study of long range problems connected with the future of this committee's work."

On March 20, Harry Skornia made the following remarks:

"In all references I'd delete "7-man" from description of the Committee, leaving this flexible."

"I'd put "devising and encouraging original investigation" ahead of any sifting and winnowing statement."

*When someone
makes a proposal,
he should back
it up with a
review of everything
else that has been
done in this area —
in other words, by
research — so that we
can see if he is aware
of where knowledge is
before he tries to
advance it.*

June 20, 1958

Prof. Percy Tannenbaum
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Percy:

Certainly appreciate your detailed letter of May 8th. In spite of myself, I find I must agree with most of your points. I am afraid that my trouble is that I am more of an authoritarian type than you are. I realize that this is a weakness, but what are you going to do??? I agree with your point, in general, that scholarship and good research flourish in a free atmosphere. However, I become so discouraged at the waste of time and money by so many "researchers" in broadcasting who don't know what in the devil they are doing. It is a terrible temptation to say "Damn it, do this." As I said, though, I realize this grows out of a lack of patience, etc. The solution to this, I think, is to see that our announcement gets into the hands of good people. I think we need to support more research in basic processes. I feel that we tend to waste a lot of time often studying, for example, the effects of some medium or stimulus on learning or attitude change. What we need to study at this time is rather the process of learning or the process of attitude formation and change. The media and stimuli will come into it -- but we are starting at the wrong end when we start with them.

I also agree with you on the Columbus report. This, I am afraid, is what comes of writing by committee. Things get watered down too much and all the solid substance becomes lost.

For next year I have a Mass Communications (whatever that means) grant from the Fund for Adult Education. I will be doing some post-doctoral work at Columbia University with Paul Lazarsfeld (if he hangs around there long enough at a stretch) and I will be working on some of the research projects at the Bureau of Applied Social Research. Hope to get some background to improve my own research and my teaching and direction of research.

On the studies in which we have been utilizing the SD. The most interesting one, in my opinion, is the one which we are doing on film lighting. This is being done by one of my doctoral candidates. He has taken three short dramatic scenes which are more-or-less complete -- which is to say, they make sense even if one is not familiar with the play. He has filmed each one three times -- once with lighting which follows lighting theory (motivated source, back, key, and fill, emphasis on main character, etc.), once with these lighting factors mixed up, and once with the flat light which is often used by local television stations. Thus, he has 9 scenes -- three each filmed in three ways. For each scene, he did a fairly decent job of holding acting, shots, editing, etc. quite constant so that lighting is pretty much the only variable. He is going to use nine groups of subjects. Each will see one scene and then react to a series of concepts with 9 or 10 scales -- one concept will be the "overall scene," another will be the "lighting," etc. There will be some other questions but we consider the three dimensions of meaning to be his primary criteria to evaluate differences. Our primary concern to date has been with the analysis of data. He will do simple analyses of variance for each dimension for each concept for each film -- testing the three versions against each other. This does not give us a test of the pattern of responses. You talk about a chi-square in your text but this is not a legitimate test. Even if one accepts the assumption of three independent dimensions, when you have one person making judgments on the three, the three cells are not independent in the chi-square. E.g., on page 100 when you talk about this, I believe you fall into this error. Anyway, if you have any bright ideas on the analyses of these data, let me know. What tests of significance did you run on your data from the study of music background in drama?

Another interesting study which one of the students in my research seminar is planning involves the use of the SD to test the theory in film that the "meaning" of a shot depends on its context. He plans to shoot a reaction shot which he will use in three or four simple little scenes. Each scene will differ only in the object (shown in cutaway) to which the actor is supposedly reacting. The concepts to be rated will be the actor and his reaction (these will be exactly the same in each film). This anyway is our idea at this point. We just began discussing it today.

Prof. Percy Tannenbaum
June 20, 1958

Page 3.

The other use of the SD has been quite tangential. We have used some of your word pairs with high loadings on different factors for the stimulus words in getting continuous audience profiles or reactions to films. For example, we asked one group to press a switch whenever they thought a film was "worthless," one group to press when they thought it was "weak," and one to press when they thought it was "slow." We are now analyzing the data to see if these measure different aspects of films. We used a Latin-Square design for this, three groups and three films.

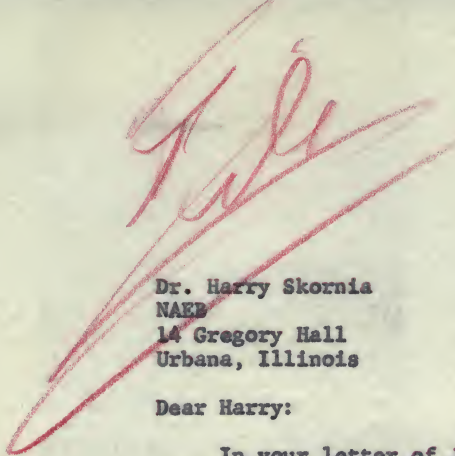
That's about it. I don't know whether we will contribute anything to the knowledge of the SD technique but we're having a good time with it. I believe a great deal could still be done on various ways to treating data from SD tests. Is anyone at your place working on this? Would be interesting to compare various tests of the same data.

Hope you have a good summer -- and that I hear from you soon on this and the research committee business. You will have to look us up if you come to New York anytime next year. I can't remember our address -- we will be up by Columbia -- but you can always locate us through my father-in-law, Dr. Hans Salzmann, 514 W. 110th, New York, 25, New York.

Cordially,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw
Encls.



July 25, 1958

Dr. Harry Skornia
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In your letter of July 21st, you indicated that you would send a copy of the research grant-in-aid "directions" but I believe your secretary forgot to enclose them. I would appreciate receiving these as soon as possible so that I can make the August 15th deadline with the announcement.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:msw

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

July 21, 1958

Dr. Sam L. Becker, Director
Division of Television, Radio, Film
State University of Iowa
Television Center
609 10th Avenue
Coralville, Iowa

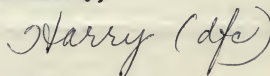
Dear Sam:

A quick comment to yours of July 7 to Frank:

- 1) Herewith Research Grant-in-Aid "directions"
- 2) I think they could be combined into one.
- 3) We should have by August 15 (to fit into printer's schedule) for mid-September mailing.
- 4) I agree we could do some of the economical "surveys" you suggest. The committee could decide priority and we'd try to handle.

Just off to Purdue, so someone else will sign for me. Good luck on your year off and thanks for your continued interest.

Sincerely,



Harry J. Skornia
Executive Director

HJS/dfc
CC: Frank Schooley
signed in his absence

July 7, 1958

Prof. Frank Schooley, Director
University Broadcasting
University of Illinois
Urbana, Illinois

Dear Frank:

Congratulations on your appointment by the board. I look forward to the opportunity to work with you. I assume that you have seen the correspondence between Burton, Harry, and me and you know that I will be at Columbia University next year on a study grant but I will be happy to do whatever I can for our organization.

I am writing at this time principally because I thought you might want to know what the research committee is doing. The answer is not a great deal at the moment. The report of the NAEB research seminar which was held last December should be out soon. Keith Tyler has taken on the job of preparing it for publication. Because of the limited amount of money available at the moment for research, the committee has decided that all of it should go for research grants-in-aid, if good proposals come in. In order to increase the probability of good proposals, we are going to try to have the announcement out much earlier -- soon after the opening of the fall term. This means about September 20th. We are now working on a revision of the announcement. When will it need to be in the hands of the headquarters staff in order to be in the mails about the middle of September?

I understand that the specifics of what will not be paid on a research grant-in-aid, in the past, have been in the rules which were distributed separately from the announcement. I wonder whether we could save the NAEB a lot of problems if we included the rules and the announcement in one brochure? What do you think? If you think this is all right, I would like to receive a copy of the rules (Harry). As a matter of fact, even if you do not think it is all right I would like to see a copy of the rules so that we say nothing which is in disagreement with your basic policies.

The question has also come up of our position on some of the surveys which other committees have suggested that they would like to do. For example, Elmer Sulzer's report on promotion suggested a

Prof. Frank Schooley, Director
July 7, 1958

Page 2.

survey of printing costs of program schedules and the Utilization Study Group suggested another type of survey. This is the kind of work which does not take an expert in research but rather someone who knows what sort of information is needed. For this reason, it would seem to me best for each of these committees to do such fact-finding surveys themselves. Members of the research committee are available for consultation on questionnaire design, sampling methods (if such are needed), or statistical techniques in the unlikely event that tests of results were wanted. What do you think about this? I do think that such surveys should be coordinated somehow so that the NAEB isn't spending ten times as much as it needs to for questionnaires and postage. I also think that it would be helpful if a file of all such surveys were kept on file at one or two central places. It would seem to me to make the most sense to keep a copy of each at headquarters and a copy of each in the files of the research committee. In this way, between us, we could help people avoid unnecessary duplication of effort.

I guess that's it. After August 15th, and until early June, 1959, I can be reached c/o Dr. Hans Salzmann, 514 W. 110th St., New York 25, New York. Congratulations on the appointment. If you get to New York, give us a call so that we can get together for a drink (You too, Harry).

Sincerely,

Sam L. Becker, Chairman
NAEB Research Committee

SLB:mw

cc: Dr. Harry Skornia

July 7, 1958

Prof. Burton Paulu
Department of Telecommunications
University of Southern California
Los Angeles, California

Dear Burton:

Congratulations on your grant. Wonderful news for you -- bad news for the NAEB at the moment. In the long run, however, educational broadcasting will be the stronger for it. I wish more people in our field would do things of this sort. I believe that we would be much stronger on college and university campuses if there were more scholars and researchers in the educational broadcast movement.

Have a wonderful year. I am sure that you will.

Sincerely,

Sam L. Becker, Chairman
NAEB Research Committee

SLB:mv



from

NATIONAL HEADQUARTERS
14 Gregory Hall, Urbana, Illinois

July 28, 1958

Dear Dr. Becker:

Enclosed please find the detailed instructions for applying for a NAEB Research Grant-in-Aid.

I hope this hasn't inconvenienced you too much.

Sincerely,

Donna Campbell

HARRY J. SKORNIA
Executive Director

Distribute announcements &
speech,
dept of Med, sociology &
psych — as well as
to MAEB members.

~~see p. 5~~

(1) S. O. D. A. - W. O. N. O. H. A. M. A. S. - IN THE LAST SEVERAL YEARS THE NABE
HAS UTILIZED FINANCIAL HELP FROM THE W. O. N. O. H. A. M. A. S. FOUNDATION AND THE FORD
FOUNDATION (ONE OF THE MORE ESTABLISHED THEORIES OF THE 1960S 21 SEMINARS AND
WORKSHOPS DESIGNED TO INCREASE THE PROFESSIONAL EFFICIENCY OF STAFF
MEMBERS OF EDUCATIONAL TELEVISION STATIONS IN THE UNITED STATES. THESE ACTIVITIES
HAVE BEEN ESPECIALLY IMPORTANT IN VIEW OF THE INCREASING NUMBER OF
EDUCATIONAL STATIONS AND THE SHORTAGE OF ADEQUATELY TRAINED PERSONNEL
TO MAN THESE STATIONS. THESE SEMINARS AND WORKSHOPS HAVE RESULTED IN
A SMALL "CORE" OF WELL-QUALIFIED BROADCASTERS SCATTERED
THROUGH THE EDUCATIONAL STATIONS. HOWEVER, THE NUMBER OF PROPERLY
TRAINED PERSONNEL IS STILL RELATIVELY SMALL IN VIEW OF THE NEED, AND
THERE IS STILL MUCH TO BE DONE. A MORE "PROLIFERATION" OF EDUCATIONAL
BROADCASTERS IS NECESSARY.

ONE OF THE PARADOXES IN THIS PROBLEM IS THAT IN THE AREA OF GREATEST NEED FOR TRAINING, I.E., THE PROPER TRAINING OF TEACHERS USING TELEVISION AND THE GREAT NUMBER OF EDUCATION INVOLVED IN CLOSED-CIRCUIT TV, WE FIND THAT THOSE NEEDING THE TRAINING ARE LEAST ABLE FINANCIALLY TO PROVIDE THAT TRAINING FOR THEMSELVES.

THE \$241,000 REQUESTED TO PERMIT THE SEMINARS OR WORKSHOPS AT APPROXIMATELY \$25,000 EACH WILL ENABLE THE BUREAU TO CONTINUE THESE VITALLY NEEDED SEMINARS. THE PRELIMINARY TOPICS, SEMINARS OR WORKSHOPS TO BE RUN WILL BE DETERMINED ONLY AFTER A THOROUGH, EXTENSIVE INVESTIGATION OF THE MOST PRESSING NEEDS FOR EACH YEAR.

OF COURSE, THE FACT THAT THE AECED IS RECEIVING THESE FUNDS SHOULD NOT BE TAKEN AS AN INDICATION THAT THE AECED OFFICE WILL NOT ATTEMPT TO HOLD SELF-SUPPORTING SEMINARS AND WORKSHOPS, BUT WHENEVER POSSIBLE, THE SUCCESS OF THE AECED PROGRAMS IN REPLYING TO DEMANDS ON TELEVISION INSTRUCTION THIS PAST SUMMER LEADING US TO BELIEVE THAT SUCH MEETINGS

CAN BE HELD FOR CERTAIN TYPES OF BROADCASTING PERSONNEL, PARTICULARLY ON A REGIONAL OR LOCAL BASIS, WHERE TRAVEL AND OTHER COSTS CAN BE KEPT TO A MINIMUM, AND REGISTRATION FEES CAN BE KEPT TO A LEVEL WHICH REGISTRANTS CAN AFFORD.

(2) MATERIALS DISTRIBUTION: ONE OF THE GREATEST HANDICAPS FACING EDUCATIONAL BROADCASTING TODAY IS THE "UNAWARENESS" ON THE PART OF LEADING EDUCATORS OF THE IMPORTANT ROLE THAT TELEVISION AND RADIO CAN AND MUST PLAY IN EDUCATION. THIS IS LARGELY DUE TO THE FACT THAT PERTINENT PUBLICATIONS AND MATERIALS ARE NOT WIDELY ENOUGH DISTRIBUTED OR DISTRIBUTED TO THE PROPER PEOPLE. COUPLED WITH THIS IS THE FACT THAT ALTHOUGH THERE IS CURRENTLY A GREAT DEAL OF RESEARCH AND DEVELOPMENT, AND WRITING, GOING ON IN THIS FIELD, THE FINDINGS OF SUCH PROJECTS ARE SO LIMITED IN DISTRIBUTION THAT THERE IS VERY LITTLE NATIONAL AWARENESS OF THEM. MUCH WASTED EFFORT IS CERTAINLY GOING INTO RESEARCH WHICH MERELY DUPLICATES RESEARCH DONE EARLIER AT A DIFFERENT LOCATION.

WE ARE FACED WITH A TWO-FOLD PROBLEM: 1) THE NEED FOR DISSEMINATION TO LEADING EDUCATORS OF VITAL AND UP-TO-DATE INFORMATION ABOUT THE USES OF TELEVISION AND RADIO IN EDUCATION, AND 2) THE NEED FOR A "CLEARING HOUSE" FOR RESEARCH AND OTHER PUBLICATIONS TO PERMIT WIDER DISSEMINATION OF FINDINGS TO THOSE ENGAGED IN BROADCASTING AND IN BROADCASTING RESEARCH.

THE TWO NAEB PUBLICATIONS, THE NEWSLETTER AND THE JOURNAL, IF PROFESSIONALLY EDITED AND PROPERLY DISTRIBUTED COULD DO MUCH TO ALLEVIATE THE FIRST PROBLEM. HOWEVER, DUE TO A SHORTAGE OF FUNDS THE NEWSLETTER IS CURRENTLY EDITED BY A PERSON WHO MUST ALSO SERVE AS NAEB NETWORK TRAFFIC MANAGER AND NAEB PLACEMENT OFFICER, WHILE THE JOURNAL IS EDITED ON A PART-TIME BASIS BY AN EMPLOYEE OF ONE OF THE LOCAL RADIO STATIONS. THIS REQUEST INVOLVES FUNDS TO PAY FOR A FULL-TIME

EDITOR FOR THE NEWSLETTER AND JOURNAL, WHO WOULD ALSO DEVOTE TIME TO A CAREFUL PERUSAL OF THE RESEARCH AND OTHER PUBLICATIONS IN THE FIELD AND WOULD SEE THAT SUCH PUBLICATIONS WERE DISTRIBUTED TO THE PROPER AUDIENCES. DIGESTS OF PERTINENT RESEARCH WOULD BE PUBLISHED (AN EXPANSION OF THE PRESENT NAEB RESEARCH FACT SHEET SERVICE), FREE SUBSCRIPTIONS TO THE JOURNAL AND NEWSLETTER WOULD BE PROVIDED TO LEADING EDUCATORS AND OTHER OPINION LEADERS, AND A GENERAL CLEARING HOUSE FOR THE DISTRIBUTION OF PERTINENT PUBLICATIONS WOULD BE ESTABLISHED.

AN IMPORTANT RESULT EXPECTED FROM THIS PROJECT IS THE STIMULUS IT WOULD GIVE TO EFFORTS OF THE NAEB TO BECOME MORE AND MORE SELF-SUPPORTING. ONE OF THE MOST LIKELY SOURCES OF ANNUAL REVENUE IS THE SALE OF OUR PERIODICALS AND OTHER PUBLICATIONS. THIS GRANT WOULD PERMIT THE UP-GRADING OF THESE MATERIALS TO SUCH AN EXTENT THAT THE DEMAND FOR THEM WOULD INCREASE, THEY WOULD BECOME MORE WIDELY KNOWN AND GENERALLY ACCEPTED. THE INCOME FROM SUCH PUBLICATION AND DISTRIBUTION EFFORTS COULD BECOME A VERY IMPORTANT FACTOR IN THE NAEB BUDGET. HOWEVER, THIS WILL TAKE SEVERAL YEARS AND CAN NOT BE DONE WITHOUT SOME "PUMP-PRIMING" FROM SPECIAL FUNDS.

(3) INTERNATIONAL RELATIONS: THE NAEB HAS BEEN VERY ACTIVE IN THE FIELD OF INTERNATIONAL EXCHANGE OF BROADCASTING PERSONNEL, INFORMATION AND PROGRAMS, AND IT IS FELT THAT ACTIVITY IN THIS AREA MUST BE INCREASED IN VIEW OF THE GROWING NEED FOR INTERNATIONAL UNDERSTANDING. THE ACTIVITIES SO FAR ENGAGED IN HAVE HARDLY SCRATCHED THE SURFACE AND HAVE ONLY BEEN POSSIBLE THROUGH THE GENEROSITY OF FOREIGN BROADCASTING SYSTEMS (MANY OF WHOM PROUDLY DISPLAY NAEB CITATIONS IN THEIR OFFICES) AND THE AVAILABILITY FOR SEVERAL YEARS OF FULBRIGHT SCHOLARS, REPRESENTING EDUCATIONAL BROADCASTING, WHO WERE ABLE TO REPRESENT THE NAEB AT IMPORTANT INTERNATIONAL BROADCASTING MEETINGS. ALTHOUGH THE NAEB HOLDS MEMBERSHIPS IN THE EUROPEAN BROADCASTING UNION, THE INTERNATIONAL

UNIVERSITY OF THE AIR, AND PRIX ITALIA, ACTIVE PARTICIPATION, OR REPRESENTATION BY THE SPECIALISTS WHO WOULD SHOW THE U. S. UP TO THE BEST ADVANTAGE HAS BEEN IMPOSSIBLE DUE TO THE LACK OF FUNDS.

UNITED STATES ENTRIES IN THE PRIX ITALIA (PROBABLY THE MOST IMPORTANT INTERNATIONAL BROADCASTING COMPETITION) MUST BE PROCESSED THROUGH THE NAEB, THE OFFICIAL REPRESENTATIVE TO THE PRIX ITALIA FROM THIS COUNTRY. HOWEVER, LACK OF SUFFICIENT FUNDS HAS RESULTED IN RELATIVELY INSIGNIFICANT ENTRIES WHICH HAVE ACTUALLY DONE A DIS-SERVICE NOT ONLY TO THE NAEB BUT TO BROADCASTING IN THE UNITED STATES, AS A WHOLE.

THE SAME IS TRUE OF REPRESENTATION AT IMPORTANT INTERNATIONAL CONFERENCES HELD BY THE EUROPEAN BROADCASTING UNION, WHERE QUALIFIED REPRESENTATION BY THE UNITED STATES IS NOT ONLY DESIRABLE BUT HAS BEEN REPEATEDLY AND URGENTLY REQUESTED BY EBU. LACK OF FUNDS HAS MADE SENDING A DELEGATE IMPOSSIBLE. MANY NATIONS EXCHANGE PROGRAMS, THROUGH THE INTERNATIONAL UNIVERSITY OF THE AIR, IN MANY LANGUAGES. IN THIS CASE TOO, LACK OF FUNDS HAS MADE CONTRIBUTIONS BY THE NAEB IMPOSSIBLE.

ALTHOUGH MANY FOREIGN BROADCASTERS COME TO THIS COUNTRY EACH YEAR, SEEKING TO LEARN MORE ABOUT BROADCASTING IN THE UNITED STATES, THEY ARE FREQUENTLY HANDICAPPED BY A LACK OF TRAVEL FUNDS. THE NAEB WOULD LIKE TO BE IN A POSITION TO MAKE TRIPS TO CERTAIN EDUCATIONAL STATIONS POSSIBLE FOR THESE DISTINGUISHED FOREIGN VISITORS. NO EXACT BREAKDOWN OF THIS REQUEST IS POSSIBLE, BUT THIS GRANT WOULD PERMIT THE NAEB TO CARRY ON ACTIVITIES IN THE MANY AREAS OUTLINED ABOVE AS NEED AND CAREFUL STUDY DICTATED. FAILURE OF THE NAEB TO BECOME MORE ACTIVE IN THE FIELD OF INTERNATIONAL RELATIONS IS LIKELY TO RESULT IN HAVING THIS MOST IMPORTANT WORK BEING ASSUMED BY OTHERS, AS IS NOW SO FREQUENTLY THE CASE, OF NECESSITY, WHO ARE NOT WELL QUALIFIED TO REPRESENT THE BEST IN BROADCASTING IN THE UNITED STATES,

OR LEAVING THE U. S. WITH NO REPRESENTATION.

(4) RESEARCH: THE LACK OF COORDINATION OF EDUCATIONAL BROADCASTING RESEARCH HAS ALREADY BEEN POINTED OUT IN ITEM #2 ABOVE. HOWEVER, THE MATERIALS DISTRIBUTION FUNCTION FOR WHICH FUNDS ARE REQUESTED IN ITEM #2 WILL PERMIT ONLY THE EXCHANGE OF RESEARCH FINDINGS AND WILL NOT PERMIT ACTIVE RESEARCH ACTIVITIES, SO BADLY NEEDED.

THIS GRANT WOULD MAKE THE ESTABLISHMENT OF A RESEARCH OFFICE POSSIBLE, WITH A RESEARCH DIRECTOR, COMPETENT IN INITIATING, CARRYING OUT AND REPORTING IMPORTANT RESEARCH. AT PRESENT, WITH NO INDIVIDUAL IN THE NAEB IN A POSITION TO CONCENTRATE ON RESEARCH, THE ASSOCIATION IS NOT IN A POSITION TO DEVELOP OR CARRY OUT RESEARCH PROJECTS FOR WHICH GOVERNMENT AND OTHER FUNDS WILL ALSO BE AVAILABLE FROM TIME TO TIME.

THIS GRANT WOULD ALSO PERMIT EXPANSION OF THE PRESENT RESEARCH GRANT-IN-AID PROGRAM, MADE POSSIBLE ON A LIMITED BASIS IN RECENT YEARS THROUGH THE REGULAR OPERATIONAL GRANT FROM THE KELLOGG FOUNDATION TO THE NAEB. THESE GRANTS ENCOURAGE RESEARCH IN INSTITUTIONS WHICH MIGHT NOT OTHERWISE BE ABLE TO UNDERTAKE SUCH PROJECTS WERE IT NOT FOR THIS FINANCIAL ASSISTANCE. THIS EXPANDED PROGRAM WOULD BE PROPERLY COORDINATED BY THE RESEARCH DIRECTOR SO THAT THESE SEPARATE STUDIES MIGHT RESULT IN UNIFIED FINDINGS WHICH COULD BE PUBLISHED BY THE NAEB, TO THE BENEFIT OF ALL EDUCATORS AND BROADCASTERS. SUCH PUBLICATIONS AND OTHERS WOULD BE PROVIDED FOR THROUGH THIS GRANT. THE GRANT WOULD ALSO PERMIT THE NAEB RESEARCH COMMITTEE TO MEET REGULARLY TO PLAN COORDINATED RESEARCH ACTIVITIES FOR THE MEMBERS OF THE ASSOCIATION. SPECIAL SEMINARS IN RESEARCH MIGHT ALSO BE HELD, SEMINARS OF SUCH A SPECIALIZED NATURE THAT IT WOULD NOT BE FEASIBLE TO PROVIDE FOR THEM IN THE REGULAR SEMINAR BUDGET LISTED UNDER ITEM #1. ALL OF THESE

-6-

RESEARCH ACTIVITIES WOULD LEAD TO A BETTER UNDERSTANDING, BY BOTH BROADCASTERS AND EDUCATORS, OF THE ROLE OF BROADCASTING IN EDUCATION. THESE ACTIVITIES, COMBINED WITH THE MATERIALS EXCHANGE ACTIVITIES, LISTED IN ITEM #2, WOULD PROVIDE REAL SERVICE TO THESE PEOPLE SEEKING INFORMATION TO HELP THEM DO THEIR JOBS BETTER.

HJS/NEH/dc

10/10/58

7-10
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

General

OFFICE OF EXECUTIVE DIRECTOR

14 Gregory Hall
Urbana, Illinois

August 16, 1957

Mr. Raymond D. Cheydleur, Chairman
NAEB Research Committee
Radio Station WFSU
Florida State University
Tallahassee, Florida

Dear Ray:

Think anyone on the committee could help Art with this problem now? Wonder if you'd reply on this. I'd guess what Sam is doing isn't exactly what Art needs.

Have numerous replies. So far, no new names of research personal.

Best regards,

Harry J. Skornia
Executive Director

HJS/dfc
Enclosure
CC: Art Hungerford

COPY

August 20, 1957

Mr. E. A. Hungerford, Jr.
Metropolitan Educational Television Association
345 East 46th Street
New York 17, New York

Dear Mr. Hungerford:

I have a copy of your August 14th letter to Harry Skornia about the sample method you plan to use.

I'm asking Dr. Sam Becker of Iowa, to get in touch with you about this problem. As a member of the Research Committee, I feel Sam would be best qualified to work with you.

Sincerely,

Raymond D. Cheydleur, Chairman
MAEB Research Committee

c.c.

Dr. Sam L. Becker, Director
Television Center
State University of Iowa
Iowa City, Iowa

Sam:

Will you take a look at the attached material from Hungerford and follow through on this?

It was good to have you at Chicago! ---I'm still waiting for a copy of that budget from ~~also~~ but have decided not to delay getting out the full report in order to have it in the hands of the committee by Monday's mail

Cordially,
Ray

METROPOLITAN EDUCATIONAL TELEVISION ASSOCIATION

INCORPORATED

"META"

345 EAST 46 STREET . NEW YORK 17, N. Y.

Oxford 7-0058

August 14, 1957

Dr. Harry Skornia
National Association of
Educational Broadcasters
Gregory Hall
Urbana, Illinois

Dear Harry:

We have not yet appointed a research director and for the moment these functions are mine. So you'd better put me down to receive any information on this subject.

I have one project very dear to my heart which we have not yet been able to execute and I would appreciate some advice on it. We want to set up a statistically sound sample of about 1,000 names to receive a weekly program schedule in the form of a three-fold postcard. The third fold is a return postcard on which these people can rate programs. We thought we would let the mailing list grow at random until it reached 2,000 or 3,000 names and then we would ask Elmo Roper or similar outfit to construct a proper sample covering all socio-economic groups and so forth. What do you think of this?

If we could get some consistency in the way these research efforts are approached we might get some valid transfer of results from one city to the other.

With kindest personal regards,

Sincerely,

E. A. Hungerford, Jr.

Note to Skornia:
EAH:bc

*Reserve place for someone from
Meta at Research Seminar at
Ohio. Chandler also.*

COPY

Reply

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Managers and/or Directors, NAEB Actives and Associates
FROM: Harry J. Skornia *H. J. Sk.*
SUBJECT: Data needed for Research Seminar
DATE: August 9, 1957

On behalf of the NAEB Research Committee, which has just completed meeting to plan, among other things, an NAEB Research Seminar to be held at Ohio State, December 9-13, 1957:

- 1) Would you give us the name of the Research Director or the person responsible for TV or radio (educational) research at your station or institution, please? Also briefly list his qualifications. This is for purposes of identifying research individuals from all NAEB members for consideration for invitation to participate in the Seminar. These are only nominations; selection will be made by a Committee which will consider all nominations. We would like as broad a representation as possible to insure maximum value of this Seminar.

A Seminar Report will be published and distributed, along with other forthcoming research materials now in the planning stage.

- 2) Please list any problems which you wish this seminar might discuss: problems on which you wish there were data available; what you wish the NAEB (or someone else) might do in Research, etc.
- 3) Feel free, please, to make any other suggestions which you think might help make this Seminar most useful.

→ Even very brief replies will be appreciated, if possible before September 15. Thanks very much.

Mr. Becker

Look up

August 12, 1957

Mr. Fred B. Rainsberry
Supervising Producer
Children's Programs
Canadian Broadcasting Corporation
354 Jarvis Street
Toronto 5, Ontario, Canada

Dear Fred:

Attached are two copies of the April, 1957, Newsletter. No charge.

Don't have spare copies of the Adult Leadership list, so we're making you photos of the three pages which should be what you need.

→ Your third request will take a little longer, I'm afraid. Sorry I can't locate J. S. Adams' Selected Bibliography of Research and Television data. I'll keep looking and will send when I find the publisher, or any good listing.

I hope you'll send (Or ask whoever is in charge) to send us results of the Telecourse the University of Toronto will be doing in Psychology with Professor Carl Williams. We want to keep abreast of such studies.

I do hope you can make our Convention. Unfortunately I'm usually so snowed under at these, that I don't have much chance to talk. This time I go on to UNESCO meeting in San Francisco right after our Convention.

Best wishes.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
Enclosures: 3
CC: Research Committee

→ Men : Can any of you give us the dope on J. S. Adams' book? I don't seem to have.

Sam Becker

August 20, 1958

Dr. I. Keith Tyler, Director
Institute for Education by Radio-TV
Office of Radio Education - 19 Derby Hall
The Ohio State University
Columbus 10, Ohio

Dear Keith:

A couple of loose ends:

- 1) Last September I sent you, for Fact Sheet:

J. Stacy Adams' An Exploratory Study of Viewers and
Non-Viewers of Educational Television

and

The FAE (Glenn Burch) Study.

I got back from Committee members all others, as per my request of November 25, and we've since done Fact Sheets on --- but I have no copies of those given you. Suppose you could find somewhere in your files, and return 'em?

- 2) Secondly:

We're hurting for a copy of Research Seminar Proceedings or we may get stuck with no funds to pay for either your work or publishing.

We've already had to close our books with Kellogg for the year and we now must impose on skimpy next year's funds as it is, and they are fast becoming obligated. All sums may need to be considerably reduced as a result of inability to get this closed out during the past fiscal year.

Don't mean to sound desperate, but we are in a spot.

I hope you can get us the report very soon. It could mean a great deal in Foundation discussions.

Sincerely,

Blind CC: Sam Becker ✓
Frank Schooley
HJS/afc Richard B. Hull
Harold Hill

Harry J. Skornis
Executive Director

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE VICE PRESIDENT

KUON-TV, Channel 12
Lincoln 8, Nebraska

September 29, 1958

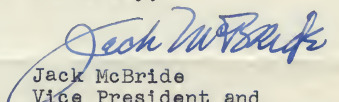
Dr. Samuel L. Becker, Chairman
NAEB Research Committee
Apartment 61
464 Riverside Drive
New York 27, New York

Dear Sam:

The best time for Harwood to hold his NAEB Research Committee meeting would be between 5:00 and 8:00 p.m. on Wednesday, October 15. A 4:00 p.m. General Session that day is to be over by 5:00 p.m., and there is no formal dinner planned. If your group could meet together for dinner, that would solve your problem.

Sorry you won't be able to come to Omaha yourself.
Best of luck in your year's venture.

Sincerely,



Jack McBride
Vice President and
1958 Convention Chairman

JMcB:ac

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

September 25, 1958

Mr. Sam Becker
464 Riverside Drive, Apt 61
New York 27, New York

Dear Sam:

Thank you for your letter of September 17. My present plans do not call for me to attend the NAEB National Convention at Omaha.

As you may have heard, Armand Hunter is just recovering from an operation and it is just possible he may ask me to attend in his place.


With the research funds of the ETRC being somewhat restricted this looks like an ideal time for the NAEB to launch an expanded program of research activities. Quite among ourselves, I am disturbed that we have not moved more rapidly in capitalizing on the momentum we gained as a result of the NAEB research seminar. If something does not happen pretty soon we will have a historical document instead of a working paper.

There has still been no action on the part of the Association anent your recommendation of a central repository for research materials. An invitation to provide same has been extended by Michigan State over a year ago. This invitation still stands.

It is a muggy day in East Lansing and I fear I sound more pessimistic than I really am, but I think this is the type of suggestion you were asking for.

Have a good time in New York.

Sincerely,


Irving R. Merrill
Director of Television Research

IRM/cdm

cc: Harry Skornia

September 23, 1958

Dr. Irving R. Merrill
Department of Television Development
Michigan State University
East Lansing, Michigan


Dear Irv,

I am much enthused by the quality of the rigor in your report 573M, and my curiosity is aroused by some of the methodological questions that it poses. For example I would much appreciate having your private estimates or conjectures concerning the extent to which the like-dislike profile and the evaluative factor of the semantic differential may be related. Thank you very much for sending the copy of 573M and one of its derivative article.

Sam Becker writes from New York that he will not be in attendance at the NAEB Convention in Omaha, but I hope that some of us who are interested in the research problems of NAEB will be able to get together on the evening of Tuesday, October 14, or that of Wednesday, October 15. Here's hoping that you can join us.

Very best personal wishes to you.

Cordially,


Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

cc: Dr. Sam Becker

air mail

Manatee Junior College

Bradenton, Florida

P.O. Box 1197

September 26, 1958

Dr. Samuel L. Becker
464 SilverSide Drive
New York 27, New York

Dear Sam:

I was delighted to receive your letter, forwarded to me from Florida State University.

I must honestly admit that I didn't know you were in New York. Apparently in the rush of things I didn't see the notice on your most recent move.

Yes, I'll be in Omaha, even though it wipes out my poor little travel budget for the year. But I'm certainly sorry to learn that you won't be with us although perhaps you can make a last minute change and come in for a few hours.

The Grants-in-Aid announcement just came in and I'm looking forward to seeing what we get this year. Some of the things in the past were a bit weak....

In your letter you asked about specific times during which the committee could meet. --I'm available at any hour, although save me enough time to get at least one good steak. (This Florida beef is mighty tough. The toughest bull from the west would taste tender compared to this stuff.)

It is mighty good to be down here, Sam. First of all, the amount of dishonesty at FSU was getting too far out of hand--and then there were other serious problems with Flynn I won't go into now. We don't have much in the way of equipment here, but the staff is far above average and we have the hardest working President I have ever seen. Students are about the same wherever one goes, but this is the first time in three years that I can't get to bed early enough in order that I may get up and go to work early. In other words, I'm having a wonderful time in teaching---and I'm mighty glad I didn't run away from it all.

Cordially,

Raymond D. Cheydleur, Prof.
Chairman, Dept. of Speech

September 26, 1958

Mr. Jack McBride
Director of Television
University of Nebraska
Lincoln, Nebraska

Dear Jack:

Ken Harwood has agreed to chair the NAEB Research Committee meeting at Omaha. However, he will not arrive until 6 p.m. on Tuesday of the convention week and will leave by mid-morning on Thursday. I have not heard from the other committee members, though I should hear any day. Anyway, Jack, is it possible for the committee to get together on Wednesday at some time. They would not need an official room -- could use Ken's hotel room I would think -- but do you know of a time at which there would be nothing else going on so that I could inform members of the time now? Then, any unfinished business could be taken care of on Thursday noon, even though Ken will not be there. The committee on Wednesday can select someone to chair the Thursday session.

I appreciate your cooperation, Jack. If there is other information which I can supply, please let me know.

Cordially

Samuel L. Becker, Chairman
NAEB Research Committee

cc: Harry Skornia

September 17, 1958

Mr. Jack McBride
Director of Television
University of Nebraska
Lincoln, Nebraska

Dear Jack:

I will be unable to make the October meeting. As I indicated to Harry and Burton when I found that I would be in New York for this entire academic year, I am unable to get away at that time and have no funds to do so even if I had the time. However, I feel it essential that the committee meet. I have asked Ken Harwood to chair the meeting. If I hear that he cannot make it, I will ask Ray Chaydleur. Anyway, please reserve a room for us.

Sorry that I will miss the Nebraska meeting. I have made arrangements for four of my television people from Iowa to come, however, so we will not go unrepresented.

Good luck with the meeting.

Sincerely

Samuel L. Becker
Chairman, Research Committee

464 Riverside Drive
New York, 27, N.Y.

You will have to excuse the typing. I have not yet become accustomed to doing without a secretary.

Respectfully submitted

NAEB RESEARCH COMMITTEE

Raymond Cheydleur

Kenneth Harwood ✓

? Hideya Kumata ✓

? Irving Merrill ✓

Percy Tannenbaum

I. Keith Tyler

Samuel L. Becker, Chairman

N A E B

Grants-In-Aid

for

Educational

Broadcasting

Research

1958-1959

A Research Activity of
The National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

PURPOSE OF THE GRANTS:

Through the impetus that may be provided by modest supplementary financial assistance, the NAEB hopes to encourage the development of original research. These grants-in-aid are offered as a means of fostering creative research of unusual quality and of general significance to educational broadcasting.

AMOUNT OF GRANTS:

Grants-in-aid will be made in amounts up to \$500 but requests for smaller amounts will be considered with favor.

USE OF FUNDS:

These grants-in-aid are designed to cover partial expenses of research projects.

WHO IS ELIGIBLE?

Any department of an accredited institution of higher education may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself must be to the institution. The department of the institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

SUBMISSION OF APPLICATIONS:

Applications must be submitted to Samuel L. Becker, Chairman, NAEB Research Committee, c/o National Assn. of Educational Broadcasters, 114 Gregory Hall, Urbana, Illinois, and must be postmarked not later than December 31, 1958. Grants will be announced on or about February 15, 1959.

FORMS OF APPLICATIONS:

Applications must be submitted in five copies and should consist of two main sections, as follows:

Section I (limited to three or four pages) should state as a whole the following:

1. The substantial benefits to education and broadcasting (radio and/or TV) that reasonably may be expected to result from this study.
2. The hypothesis or hypotheses of the study.
3. The relationships of the proposed study to previous research.
4. Procedures of the study, including measures to be employed and methods of analyzing data.

Section II should indicate the following:

1. The expected date by which the following will be submitted to the NAEB:
 - a) Two copies of the full report of the study,
 - b) Nine copies of a 600-word abstract of the full report, and
 - c) Two copies of a financial report, together with unexpended NAEB funds.
2. A statement of the names and titles of those who will serve as active consultants for the project, will supervise the research, and will execute the details of the study.

3. A budget of all items that will be provided for the research, indicating:
 - a) What amount is being requested from the NAEB,
 - b) What will be provided by the applicant,
 - c) What will be provided by sources other than the applicant and the NAEB.
 Amounts of \$500.00 or less may be provided by the NAEB.
4. A statement that no grant funds will be expended for:
 - a) Administration of the grant,
 - b) Space and ordinary facilities of the institution, or
 - c) Purchase of capital equipment.
5. The understanding that the NAEB has first right to publish a report of the study if it so desires. All other publications rights will be retained by the grantee, provided that such publications bear acknowledgement of the grant.
6. The approval and acceptance of the grant by the institution.
7. The approval and acceptance of administrative responsibility for the study by the head of the department in which the work is to be done.

* * * * *
 * If your department does not wish to apply, *
 * * * * *
 * please give this folder to a colleague in *
 * * * * *
 * another department who might have such *
 * * * * *
 * interests. *
 * * * * *

Ref'd

September 16

Dr. Harry Secoria
Executive Director, NARE
11 Chicago Hall
Urbana, Illinois

Dear Harry:

Enclosing the annual report of the NARE Research Committee. I am not sure of the proper wording in the first paragraph which indicates the role of the NARE and Ohio State. Was it sponsored jointly? I did not think so but am not sure now. Anyway, if it is incorrect as I have it, the correct relationship can be pencilled in, since I made this double-spaced, before it goes to your typist. I do not want to offend the group at Ohio State needlessly.

It occurred to me, as I typed this document, that if we do get a central repository for research materials, it should have a microfilm setup. Think this will save the NARE money in the long run. Instead of sending out materials and having them returned, can microfilm them when requests are received -- for a small charge to the requester -- and send the film. For some reason, people are more willing to pay for this than to pay for loaned material. Yet, I understand that it is actually cheaper in labor, postage, and materials to microfilm.

As I told you when I first knew that I was coming to New York this year, I will be unable to be at the convention. However, I have written the members of the committee and assume that a committee meeting will be held. I have asked Ken Burwood to chair it. If I hear that he is not coming, I will ask Chayllour. Also, I have made arrangements for four of our television people from Iowa to go to the convention -- two of them engineers -- so we will not go unrepresented. I would think that John Winnie, one of the four, would have some things to say that would be of general interest to NARE'ers. Hope that he can be worked into one of the programs. He even has some slides of some of the experimental educational programs in Caracas.

I think the grants-in-aid announcements should go to each of the men who attended the seminar at Columbia. Also, Dr. Bruce Westley, Dept. of Journalism, University of Wisconsin, Madison.

Dr. Frank Shilo, Acting Director, Bureau of Applied Social Research, Columbia U., 605 W. 115th St., New York, 25, N.Y.

Dr. Wilbur Schramm, Institute for Communication Research, Stanford University, Stanford, California

Good at your place.

Professor Thomas J. Ayward, Radio and TV, University of Maryland, College Park, Md.

Professor Sam C. Bettin, Department of Radio and TV, University of Houston, Houston, Texas

Professor Ernest G. Bornemann, Department of Speech, Florida State
 University, Tallahassee, Florida
 Professor E. Wayne Bundy, Program Manager - Television, University
 of Detroit, Detroit, Michigan
 Professor Stanley T. Donner, Department of Speech and Theatre,
 Stanford University
 Professor Clarence E. Flick, Department of Speech and Theatre,
 San Jose State College, San Jose, Calif.
 Professor Nick J. Goggin, Department of Motion Pictures, TV, and
 Radio, Communications Arts Group, New York University,
 New York, 3, N.Y.
 Professor Ordean Hoss, Department of Speech, University of
 Wisconsin, Madison, Wisconsin
 Professor Al Madson, Department of Speech and English, University
 of Colorado, Boulder, Colorado
 Professor John Ulrich, Department of Speech, University of
 Pittsburgh, Pittsburgh, Pa.

I have suggested to other committee members that they forward to
 you any names which they have whom they believe should be sent copies
 of the announcement. Oh, another one I almost forgot:

Professor David Gold, Department of Sociology, The State University
 of Iowa, Iowa City, Iowa.

That's it for now.

Best

Samuel L. Becker

cc: Frank Schooley

REPORT OF THE NAEB RESEARCH COMMITTEE

October, 1958

The past year saw a long-planned-for project of the NAEB Research Committee become a reality. This was a week-long seminar on research in educational broadcasting. Sponsored by the National Association of Educational Broadcasters, it was held on the campus of the Ohio State University from December 9th through the 13th, 1957. The seminar brought together researchers in educational broadcasting and some of the top research persons in tangential fields for the purpose of laying out some of the problems on which research is needed for educational broadcasting and to point out some of the ways in which these problems can be attacked. It is hoped that the summary of the conference results, now being consolidated by Research Committee member I. Keith Tyler, will provide some guideposts and inspiration for much additional research by educational stations, educational institutions, and research agencies.

Fortunately, the NAEB Board of Directors made it possible for the grants-in-aid program, started in 1955-1956, to continue during this past year. The NAEB can take credit for making possible some excellent research projects, with the expenditure of comparatively little money, through this partial support of research projects. The announcements for the 1958-1959 program of grants should now be in the hands of NAEB members and others interested in research of significance to educational broadcasting. A special attempt was made to get these announcements out early this year so that greater time and thought can be given to the preparation of research proposals.

The Research Committee still feels that the NAEB sorely needs a full-time Director of Research and adequate funds to enable him to organize or direct a large-scale attack on some of the many questions which need to be answered in order to better understand and, thereby, to better carry on this business of educational broadcasting. The

Committee also feels that, though each Committee of the NAEB should be free to carry out its own surveys and other investigations, some central coordination is needed and some central repository of research materials. This would avoid needless duplication and wasted funds and probably insure better results from these investigations. The Research Committee again has indicated a willingness to assist any or members of the other Committees in the NAEB with their research problems.

Respectfully submitted

NAEB RESEARCH COMMITTEE

Raymond Cheydleur

Kenneth Harwood

Hideya Kmata

Irving Merrill

Percy Tannenbaum

I. Keith Tyler

Samuel Becker, Chairman

(Please check spelling of Merrill and whether I have left off any members of the committee. I do not have all of my records here -- and I do not have a list of the committee.)

September 17, 1960

The latest announcement concerning HHS grants-in-aid is ready to be mailed. Such ads have already been mailed. At our last meeting, it was suggested by most members of the Committee that there were many persons who should receive copies of this announcement who have not been getting them. I have sent a list of persons who I thought might be interested. If you have any suggestions, please send them immediately to Rosalie. The announcements will automatically go to HHS members. I believe that the point of our discussion was that many sociologists, psychologists, and communication research people, etc., would be more likely to come up with good proposals and that most of these persons are unaware of our grant program.

I will be unable to make the HHS national meeting in October. However, I do feel that a committee meeting should be held. I have been informed that Tuesday evening and Thursday noon, October 11, and 16 respectively, have been set aside for committee meetings. I would appreciate knowing as soon as possible whether you will be at the convention and whether either or both of these times would be satisfactory.

You might be interested in knowing that in our annual report, after mentioning the visiting and grants-in-aid program, I indicated that we felt something should be done about a Director of Research and Funds for research activities. I also indicated the importance of better coordination of fact gathering and a central repository for such materials and research data and reports. I hope that this meets with your approval.

For the next nine months, you will have to bear with my personally typed letters --- and my typewriter that chaps. Unfortunately, the HHS has not provided me with a secretary in New York. New York, by the way, is wonderful. From all appearances, work at the Bureau of Applied Social Research will be quite exciting.

By the way, please let me know also any suggestions which have for the agenda of the committee meetings on research in Canada.

Best

Samuel L. Becker
164 Riverside Drive
New York, 27, N.Y.

RECEIVED
NAEB HEADQUARTERS

September 9, 1958

Dr. Harry J. Skornia
Executive Director, NAEB
14 Gregory Hall
Urbana, Illinois

SEP 11 1958
AM
7/8/9/10/11/12/1/2/3/4/5/6
PM

Dear Harry:

Since my work at Columbia will not begin until almost the end of September, I am trying to catch up on some of the writing I have been wanting to do. Among other things, I have wanted to write a brief paper on "How to do a coincidental broadcast study" since we talked about it in Chicago over a year ago. I believe that many of the NAEB member stations would like something of this sort so that they could investigate their audience periodically.

I am enclosing a draft of this paper for your reactions. Specifically, I would like to know whether you think that someone of reasonable intelligence who is completely unsophisticated in research could carry out such a study with only this paper as a guide, what suggestions you have for its improvement, and whether the NAEB might be interested in distributing copies to its members.

I am sending copies to Ry Cray and Chalmers Marquis also. Ry indicated at the research conference in Chicago that the Center might like to make something of this sort available to its stations. The copy to Chalmers is simply a trial balloon --- to see whether it is clear to him and whether he feels that this sort of information or "How to do it" piece is useful for stations.

Again I apologize for the typing of the paper. This business of operating without a secretary is something which will take a bit of getting used to.

Best

Sam

Samuel L. Becker
464 Riverside Drive, Apt. 61
New York, 27, N.Y.

A Measure of Audience for Educational Broadcasting
Telephone Coincidental Study

The coincidental telephone survey is one of the cheapest types of audience surveys to make and a good starting place from which to develop other types of research. Though the average number of viewers or listeners is seldom, if ever, the major interest of educational broadcasters, it is often helpful to have some estimate of audience size, especially in relation to the audience size for other types of programming on competitive stations in the area.

"nose-counting" studies have often been derided by educational broadcasters. Many claim that the audience of educational broadcasts is necessarily small and that the results of research on audience size make their stations appear ineffectual. It should be made clear at the outset of any discussion of research that the purpose is not to make the station appear ineffectual. Nor is the purpose to make the station appear effective. The purpose of research is not to make the station appear anything; the purpose is rather to gain knowledge and understanding of what is. Such knowledge and understanding often can be used as an aid in programming decisions. The word "aid" is used advisedly. Programming decisions obviously should not be based completely upon the results of audience size measurements. These results are simply additional bits of information which will enable management and program personnel to make decisions more intelligently, based perhaps somewhat more upon knowledge, somewhat less upon bias or hunch.

There are many advantages to the coincidental or telephone survey. It is probably the quickest and cheapest method of securing audience size estimates. With the help of suggestions, such as those in this paper, coincidental studies can be carried out with personnel who are inexperienced in research. Because of the great expansion of telephone service since World War II, samples selected from telephone books are probably as good random samples as you can obtain from your community. The bias due to families who do not have telephones is almost negligible. One of the greatest advantages of this type of study for the educational broadcaster is that it supplies him with a list of names and addresses of listeners to his station. Such a list can be used for many purposes, including follow-up interviews with these respondents in their homes.

Sponsors of research always should be aware of the limitations of the particular research method used before such research is started. Though, as indicated above, the telephone book provides a fairly good basis for a random sample, there are some groups in the population who will be missed. These include the extremely low income group, families in apartment hotels which have P.B.X. switchboards, and often a large proportion of farm homes. Because of the large number of homes on each farm line, the interviewers get too many busy signals and thus have a hard time getting calls through. Detailed information cannot be gathered in telephone interviews. It is probably inadvisable to attempt to discover much more in a telephone interview than whether and to what the respondent is listening. Information about the respondent is not generally obtained. Calls cannot be made too early in the morning or very late at night. Though this will differ somewhat from community to community, 8:30 a.m. and 10:00 p.m. are the approximate limits of telephone surveys. When there are multiple sets in use in the household, or when there is a radio set in addition to a television set in use, most respondents do not mention this fact. Some of these limitations can be circumvented by careful planning and skillfully designed questions. In general, however, these limitations should simply be kept in mind so that you are aware of what your results represent, and what they do not represent.

find it
difficult
to get

Planning the Survey

The months of March, April, October, and the first half of November are probably the best for coincidental surveys if a picture of "typical" listening is wanted.

The first step in planning the study is to obtain the most recent telephone book available in your community. Mark off all business phones and estimate the number of home telephones remaining.

Before selecting the numbers to be called, decide on the time period or periods to which you want to generalize. If you are simply interested in the average night-time listening to your station, you will need to make fewer calls than if you are interested in the audience size for each individual program. You should plan to obtain 500 to 600 calls for each time period to which you want to generalize. The average interviewer can place 60 to 80 calls per hour. This means that if you want to generalize to your 7:00 to 10:00 p.m. period, three telephone interviewers can place enough calls in one evening to obtain the data, or one interviewer working for three evenings can do it. On the other hand, if you want to find out about a specific half-hour program which is on the air once a week, it will take 17 interviewers placing calls all during one program, or it will take 1 interviewer placing calls each time the program is on for 5 or 6 weeks, etc. The number of calls which you need to place depends on the precision which you wish your audience estimate to have. The larger the sample, the more precise your estimate. The 500 to 600 figure was arrived at by estimating that the audience for an educational program will be between 2 and 5% of the population of a community. With 600 calls, if you find that 2% of your sample reported listening to your station, the chances will be 95 out of 100 that the "true" percentage of listeners in the entire community was between 1% and 3%. This is calculated with the formula $2 \sqrt{\frac{p(100-p)}{N}}$ where

p = the percentage of the sample reporting listening to your station and N = the number of calls made in this period. The result, which statisticians call ~~sample~~ sampling error or possible error, is added to and subtracted from your percentage to find the range within which the true figure probably falls. If you find that 5% of your 600 sample reported listening to your station, the percentage for the entire community probably lies between 3 and 7%, using the same formula to calculate sampling error. As the reader can see, with a sample much smaller than 500 or 600, the sampling error will be so great that the results will be quite unreliable.

Once you determine the number of calls to be made, divide this number into your estimate of the number of residential phone numbers in the telephone book. Let us say that you find that you need to call one-twelfth of the residential phones in the book in order to obtain the desired sample. Randomly select a number from 1 to 10. This can be done by selecting a number from a hat, or shuffling ten playing cards from the ace through the ten and selecting one. Starting with the number you select, go through the phone book and check every 12th number. If you get through the phone book and find that you still need more numbers, pick another ~~random~~ number to determine your starting place on page 1 and start through again selecting additional homes to call, again skipping the same number of phones each time. In no case should you call the same home ~~twice~~ in one survey. This can be avoided by marking each number in the book which you plan to use. All of the numbers thus selected will comprise your sample.

The next step is to construct check sheets on which the interviewers can quickly check the responses which they receive to their queries. Down one side of the sheet list the numbers to be called, with space to the right of each for checking or filling in the responses to each question. In general, the questions will be somewhat as follows:

1. Hello. This is a broadcasting survey. I would like to ask you a few questions, please. Was your television or radio set on just now when I called? (If not, thank the respondent and hang up.)

(If yes)

- Were you listening to the radio or watching television?
 - To what station were you tuned?
 - Can you tell me the name of the program or what it was about?
2. Thank you very much. Goodbye.

The check sheets on which each interviewer is to note the responses to his questions should look like the following:

Interviewer _____		Date _____		Time period _____		to _____		
Phone no.	By	NA	RTA	Listening			Station Channel	Program
				TV	Radio	None		

etc. (BSy = Busy, NA = No answer, RTA = Refused to answer.)

Have all of the telephone numbers listed on these check sheets before the survey is to start. Place the name of the interviewer, the date, and the time period during which you want the interviewer to make as many of the calls on the sheet as possible on top of each sheet. Separate check sheets or groups of check sheets should be given each interviewer for the smallest time segment which you plan to tabulate. For example, if you want a separate tabulation for each hour of the afternoon, check sheets should be made for the 12:00 to 1:00 period, 1:00 to 2:00, 2:00 to 3:00, etc. Interviewers should be instructed to begin calling one minute after each hour or half-hour begins and to stop one minute before each half-hour or hour ends. This will avoid catching many persons tuning programs in or out during this period. Each interviewer should be given ample check sheets for the entire morning or evening or whatever the period in which he is to make calls. He should be told to let a phone ring six times before marking no answer. In the case of busy signals, he should go on to a few other calls and then come back and try the busy number again. A good rule to follow is to call each busy line three times before giving up and marking busy on the check sheet. In any case, all interviewers must receive the same instructions for such cases so that each is doing the same thing. Each interviewer should be warned to read the questions exactly as written. If a respondent wants more information than that this is a broadcasting survey, it should be given to him. It should not be given to him if he does not ask. Your station or institution should not be identified by the interviewer unless absolutely necessary, for this might bias some of the responses. It is a good idea to hold a joint meeting with all interviewers to explain these procedures to all at one time and to answer any questions. It is even well to make a few sample calls so that they can hear and see the procedure.

If possible, private lines should be secured from which interviewers can make their calls. Most stations have two or three lines which can be used for this purpose. Often, when students are used as interviewers, some will have private phones available for their use. If the calling is to be done in the evening or on weekends, permission can often be obtained to use office phones in some of the local business establishments which are closed during these periods.

Interviewers should be instructed to have an eraser and three or four sharpened pencils handy so that time will not be wasted sharpening pencils or looking for another pencil. Each should have a watch carefully set to the correct time so that he will not be making calls during program changes and so that he makes his calls during the proper periods. Interviewers should be told to make themselves as comfortable as possible. It is even a good idea for each to have a glass of water handy to quench a dry throat. The more that one is able to foresee and forestall any interruptions in the calling process, the more calls you will have completed within your limited time periods.

Tabulation and Analysis of Results

After the data have been collected, the tabulation process begins. Start by stacking the check sheets into piles representing each of the smallest time segments into which you plan to organize your data. These might be by hours of the day or by segments of the day such as morning, afternoon, evening. In some cases, you might be interested only in the audience for one program and so all of your calls were made during the period of this program. In this case, you will have only one pile. Within each time segment, add the checks in the TV columns, the radio columns, and the none columns. Add the no answer responses to the none column since it is a fairly safe assumption that there was no radio or television listening in that household since no one answered the telephone. The "Busy" phones, the discontinued service cases, and the respondents who refused to give any information should be deleted from the sample since it is difficult to infer listening or viewing activities in these households. (The result of this treatment is the same as dividing this group proportionately among the radio listeners, television viewers, and non-listeners or viewers, though the sample base is not raised accordingly.)

An estimate of the percentage of homes in the community which are tuned to your station during each period can be obtained by taking the number of homes in which someone has reported a set tuned to your station and dividing this by the total number of calls made during this period (after subtracting from this total the calls which resulted in busy signals, refusals, or notification that service has been discontinued). The resultant ratio should be multiplied by 100 to convert it to a percentage. Similar estimates can be made for the other stations in your area, if you wish. For each period in which you thus obtain an estimate of your audience, you should calculate the possible error by the formula given earlier, using the numbers above. Possible error = $2 \sqrt{\frac{p(100-p)}{N}}$. The p within the

square root sign is the percentage of homes which you found tuned to your station during the particular period. The N is the same figure used in the denominator of the ratio by which you determined the percentage. The error term should be added to and subtracted from the obtained percentage in order ~~to~~ to show the range within which your "true" percentage of listeners probably falls. To be more precise, the chances are 95 out of 100 that the percentage of households in the community which were tuned to your station fell within this range.

redo
clarify

You will find that some research agencies calculate "share-of-audience" rather than percentage of total homes tuned to your station. The results look better in promotional pieces but you should remember that the error increases proportionately with the apparent increase in audience figures. This can be easily illustrated. Let us say that you have 500 calls in an evening, after deleting the refusals and numbers which were busy all three times you tried to call them and the disconnected phones. Of these 500, 20 report that they are viewing your television station. The percentage of total homes would be 100 times $\frac{20}{500}$ which would be 4%. Possible error would be $2 \sqrt{\frac{4 \times 96}{500}}$ which would be 1.65. Thus the percentage of homes viewing your station probably fell between 2.35 and 5.65%. If you want to estimate share of television audience, rather than percentage of total homes, you substitute all of the homes reporting viewing television for the 500. Let us say that 250 respondents reported that they were viewing television. Your share of that audience would be 100 times $\frac{20}{250}$ or 8%. Possible error $2 \sqrt{\frac{8 \times 92}{250}}$ or 3.42. Thus your share of viewing homes probably fell between 4.58 and 11.42%. It is important to note here that although the listening percentage doubled, the possible error more than doubled.

An advantage of calculating percentage of total homes is that it is slightly easier to estimate the total number of homes in the community tuned to your station. You can figure it by multiplying the total number of homes or households in your community by the percentage and dividing the result by 100.

Some broadcasters find it easiest to interpret the results of this sort of study if they are put into tabular or graphic form. This can be done in many ways. Two of these are illustrated below.

(Graphs)

It is possible to ask a few more questions in a telephone interview than indicated by the sample questions above. You might want to determine who in the home was listening to the program. You might want to find out whether anyone in the home ever listens to your station and, if so, to what programs. Questions of this last kind, which indicate that your station has a special interest in the results of the study should be at the end of the interview where this knowledge has no chance of influencing responses to other questions. Attitude questions, e.g., "What do you think of station KYZ?", and personal questions of any sort, probably will result in the least reliable responses of any questions which might be asked in this sort of survey. In considering additional questions for the telephone interviews, remember that each additional question lengthens the time consumed by the interview and necessitates more interviewers to obtain the required number of calls in any given period.

Table 1
Comparative Ratings
% of Total Audience

Legend: XYZ ———, ZDA , OLN - - - , Total - . -

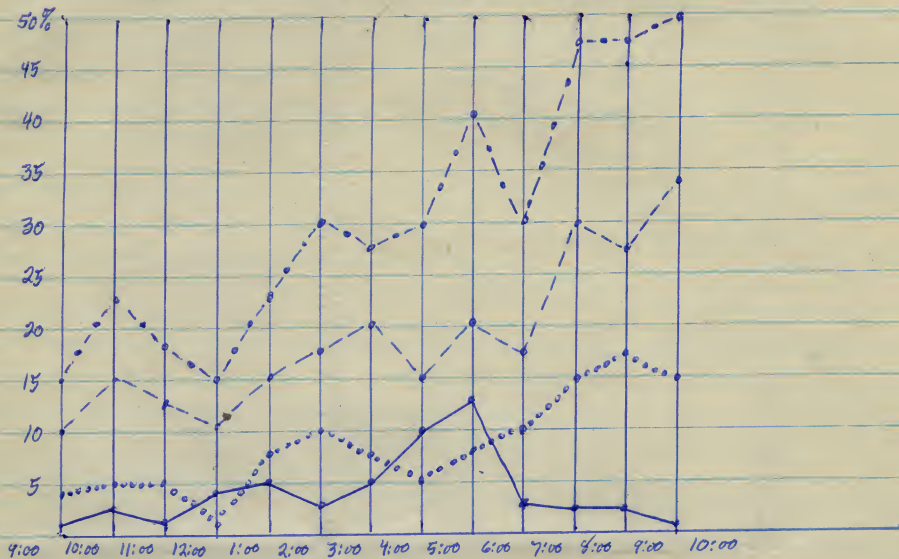
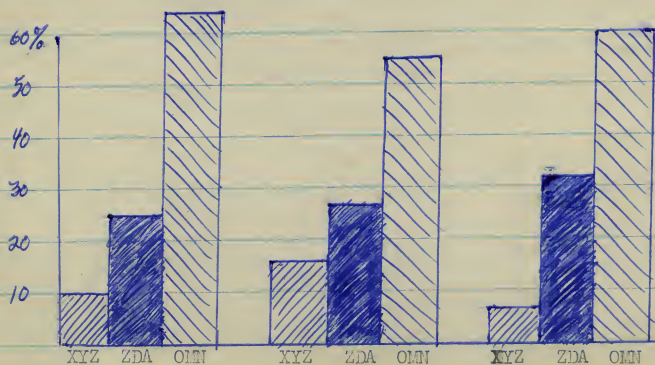


Table 2
Comparative Ratings
Share of Audience



~~Board agenda~~

Harry J. Skornia
Executive Director, NAEB
141 Gregory Hall
Urbana, Illinois

Dear Harry:

My secretary forwarded the copy of the letter which you sent to Keith Tyler. Well done!!! I have been meaning to ask you for some time the proper path to pursue to facilitate this business. Hope that the report will soon be forthcoming.

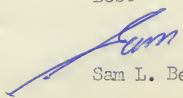
We are now settled in NYC -- a block from Columbia University. Have a wonderful view of the Hudson River from our sixth floor apartment. Perhaps we will see you here one of these days? Our address is 464 Riverside Drive, Apartment 61, New York, 27, N.Y. I would speed matters up if mail concerning the research committee would be sent to me here. After February 1, our address will be on Morningside Drive --- but I will write prior to that time with the specific address.

The past summer at Iowa was certainly a hectic one -- I have not quite recovered yet. The last two weeks were completely devoted to finishing the analysis and write-up of our research for the Fund for the Advancement of Education. Am still working with some of the data which are concerned with some side issues which we investigated.

You might be interested in a special research meeting which the ETRC held a few weeks ago in Chicago, if you have not already heard about it. Ry Crary called it -- had Bruce Westley from Wisconsin, Merrill from Mich State, Withy (spelling?) from the Survey Research Center at Michigan, and myself. Some people from WTTW were there on and off. The Center was simply seeking ideas and advice on the research directions which it might pursue. It wants to provide more research service to its stations. I take it that this is something for the future --- as money is tight with the Center this year. However, it is something which the NAEB should keep in contact with and work cooperatively on, it seems to me. Their concern is only with the television stations but most of the ideas which we brought up apply equally well to the educational radio stations. The major problem the Center faces -- as does the NAEB research committee, in my opinion, --- is the lack of interest or even antagonism to research on the part of management, that is to say station managers and production people. This does not worry me except for the many kinds of studies in which the cooperation of stations is needed.

Hope that you received the suggested form for the grants-in-aid announcement and that it was satisfactory. Hope also that we see you in NYC one of these days.

Best


Sam L. Becker

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

September 15, 1958

Dr. Samuel L. Becker
464 Riverside Drive, Apt. 61
New York 27, New York

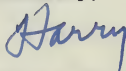
Dear Sam:

Just between trips and will try to read your survey on plane to or from New York.

One concern: That having sent to Crary, it will become a Center publication (as Kumata's, done here, also did). I'd like to keep the NAEB itself in this, more and more.

More when I have a chance to read.

Sincerely,



Harry J. Skornia
Executive Director

HJS:jg

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

14 Gregory Hall
Urbana, Illinois
September 10, 1958

Dr. Sam Becker
Research Committee
c/o Dr. Hans Salzmann
514 W. 110th Street
New York 25, New York

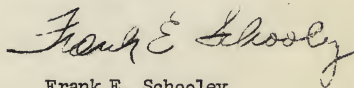
Dear Sam:

Convention Chairman Jack McBride and his committee have arranged special meeting times for committees at the annual NAEB Convention which will be held in Omaha, October 14-17. This is to advise you of arrangements and to suggest you plan to make use of the available time for your committee.

There are two periods being set aside. One is the Tuesday morning period before the convention officially gets under way. The other is Thursday noon. There will be no formal arrangements made for committee luncheons. That is up to you, if you wish to get members of your committee together for such a purpose.

If you wish room arrangements for a Tuesday morning committee meeting, please write Jack McBride pronto, requesting assistance for such a meeting room. Also, please send carbon of your letter to Headquarters so staff will know of your planned committee activities.

Sincerely,



Frank E. Schooley
President

FES:cmc

TO: I. Keith Tyler, Institute for Education by Radio-TV
FROM: Raymond D. Cheydleur, Chairman, Research Committee
RE: Suggestions for Discussion at NAEB Research Seminar
DATE: September 13, 1957

The attached material consists of (1) various projects underway at some of the stations, (2) suggestions and problems relating to the seminar information sheet mailed by Harry Skornia on August 9 to "Managers and/or Directors, NAEB Actives, and Associates."

Since I am holding all of the return letters on this until we can clear the names of those who are being nominated, (Hqs. deadline set at Sept. 15 and final clearance deadline set here for Sept. 25) I have pulled from this mass of material the information you need.

I have not attempted to sort out the ideas. Many of them seem to me to pertain to management problems. A few really aren't worth listing although perhaps there is a relationship implied between the suggester and the person nominated. Or am I stretching the point on this?

Harwood comes up with the usual stimulating questions. There are other good ones to be considered.

If more arrive between now and the 25th, I'll pass them on.

CC: Committee Members
Burton Paulu
Harry Skornia
Dick Hull

Armond L. Hunter, Director, WKAR-TV, Michigan State University

Suggests the following: "---developing research studies to evaluate the relative audience interest and effectiveness of different types and kinds of educational programs on a qualitative basis."

Vernon Bronson, Director, WTSU, Miami, Florida

Suggests the following: discussion of "the establishment of a reasonably valid method of audience check, which can be handled by the average educational station and which is not subject to the vagaries and ambiguities of the commercial services."

Richard H. Bell, Arizona State College

Believes research should be done in the following ETV areas:

1. Study of Educational Effectiveness of observing a classroom via TV as compared to visiting the classroom.
2. Determination of the influence of implied social values in network TV drama on the attitudes of children.
3. Determination of which aspects of education can best be accomplished via TV.
4. Seeking specific correlation between use of TV in education and cost of education.

Roy Barthold, Acting Manager, KUHT

Projects in progress:

1. Fund for advancement of Ed. Project-Exp series
Evaluation of film impact in Psychology of Research.
2. ETRC Research Grant #2
ETV Impact study in terms of depth personality studies of audience of frequent viewers vs. non-viewers (b) attitudes change-as measured by Semantic differential, etc.
3. ETRC Research Grant #3-Further Impact studies to be implemented.
4. Pending NSR study of Impact of Biology Series, etc.

Needs data on the following:

1. Further analysis of audience structure with respect to specific programming.
2. More extensive analysis of "audience educability"- i.e., creating interest in programming which has no "built-in" interest for certain groups.
3. Systematic examination of "philosophy of ETV" programming among various levels of ETV personnel by intensive cross-sectioned attitude studies.
4. Further examination of the scope of "Educational TV" stereotype, etc., etc.

Kenneth Harwood, Chairman, Dept. of Telecommunication, University of S. Calif.

Suggests the following questions:

1. How may research activities be of more value to all educational broadcasters?
2. How may they be of more value to station management?
3. How may research personnel increase in ability, number, and status during the coming years?
4. How may research personnel study the internal operations of their stations?
5. How may they increase the necessary information about the audiences and the non-audiences of their stations?

William G. Dochterman, Director of Radio-TV, Northern Illinois University

Interested in problems concerned with educational children's television.

Sidney Stone, Director of WBGU, Bowling Green University

Suggests study of finances of closed-circuit operations around the country.

Earl Wynn, Director of TV, University of North Carolina

Just completed study of attitudes toward ETV. Needs information on "audience segments, program needs."

Ray Hurlburt, General Manager, Alabama ETV Commission

Now working on "research in connection with FAE Grant for in-school telecasting on a state wide basis." Needs data on simplified and inexpensive means of measuring number of viewers."

Gerard Appy, Assoc. Dir., Univ. of Georgia, Center for Con't. Education

Needs data on (1) ETV audience impact studies, (2) ETV Audience composition, a- relation of audience measurement of ETV to commercial audience measurement, b- study of importance of credit factor on ETV adult educational programs.

H. M. Martin, Manager, WKNO

Project in progress: survey to find reasons for illiteracy and its impact on political-economic and social phases of community life. Needs data on (1) Methods of selling ETV to educators, (2) Scientific measurement of ETV station audience and impact (How to conduct such a research project.) (3) Study of ETV staff organizations and their duties. (4) Study of audience impact and reaction through promotion.

Jim Miles, Director, WRBA, Purdue University

Dr. Seibert suggests as a starter: 1) The problem of integrating research findings--the "FRAME-ORK" into which results may be fitted and from which testable hypotheses may be drawn. 2) I would like to hear others' ideas concerning the selection procedures to be used in choosing ETV "TALENT". 3) I believe that TV student retention over protracted periods of time needs investigation (small joke). We have hopes that our calculus group may serve as a "Guinea Pig" sample for one study of this sort. 4) I have been wondering what criteria, if any, will show greatest TV vs. conventional differences. We know that the customary criteria reveal little difference between the two separately taught groups, yet many insist that differences exist--perhaps they do. If others have ideas concerning the differences and the areas in which they occur, these should be valuable. If research bears out their hunches, we will be in a better position to understand the nature of TV education.

Myron M. Curry, Director, KFJM, University of North Dakota

We are especially interested in several problems:

- (a) Information on educational program types most preferred at given hours of the broadcast day; for example, is 4:30 a good time for children's programs, reading programs, lectures, or discussions.
- (b) When are the peak listening periods during the day.

- (c) Are there any better education program types aside from music most preferred by listeners; for example, is drama a favorite; what about documentary, short talks, interviews and so on.
- (d) Do educational stations tend to provide "relief programs" in contrast to the fare offered by commercial stations.
- (e) Do educational program audiences tend to be cumulative; that is, are there large numbers of different people reached at different times; or does the educational program audience tend to be both small and unchanging.

W. J. Murphy, Coordinator, University of Detroit

Projects in progress:

F&E project on credit telecourses with viewing groups on campus.

Needs data on:

Specifications in the classroom (1) size of screen and number of monitors for classes of 25, 50, 100, 150, (2) placement of audio receivers for classes of above size.

Howard L. Johnson, Executive Director, KRMA-TV, Denver

Projects under way:

1. Public opinion survey...with particular reference to the viewership of KRMA-TV.
2. Television effectiveness of French instruction.

Suggests: "that the problem to be discussed---might be directed toward a definite "pinpointing" of research on the national level.

Paul K. Heim, Coordinator, Richmond Area University Center

Problems recently encountered: determining service radius, promoting UHF in a VHF area, financing.

C. J. Stevens, Director, Radio-TV, University of Kansas City

Concerned with methods of:

Low budget installation and operation of radio and television stations.

Carl H. Menzer, Director, WSUI, KSUI

Interested in discussion of the question of:

"....the educational broadcasting stations' services to the majority of listeners as to a minority group."

Robert Kirkpatrick, Director, A-V Center, Union Theological Seminary
Richmond

Project underway: \$10,000 study "of our denomination's present use of radio and television; of the anticipated long-term trends of the whole field of radio and television; to study the proposed uses of radio and television by other religious groups; and to recommend the course of action...."

Needs data on: whole field of children's radio programs in regard to their FM station. Wants to know "the extent to which a listener audience of children can be built up, what kinds of programs are most effective, the best kind of promotion, etc."

Allen Miller, Manager, KWSC, State College of Washington

"Fundamentally, I would like to see motivational research in depth made available to us for guidance of our activities. I have heard rumors on numerous occasions of motivational research being done at the behest of advertising agencies and sponsors. Perhaps the projects don't justify the designation of motivational research in depth. Perhaps the information cannot be obtained in any event. Collation of material, however, would be highly valuable if it is extant and obtainable. Otherwise, is it possible for NAEB to get involved in research that can help us to find out how to capture and attract the attention of the listening public with materials designed for serious purpose? Obviously, there are many varieties of such materials. A start with any of them would be valuable. I think the nose-counting surveys could be left to the individual stations. But that which penetrates more deeply into the way in which people react or can be persuaded to react probably is too costly to be conducted by any one institution. In any event, I believe that facts of this kind which are obtained should be available to all institutions."

Bernarr Cooper, Director, Radio-TV, University of New Mexico

"One immediate problem on which several of us would be interested to have more data would be the motivational factors involved in learning by television. Not enough is known about the individuals who take telecourses or their reasons for taking these. Research indicates unusually fine results are obtained by telecourse enrollees when they are subjected to the type of examination in a subject area as that administered in a controlled situation."

*Depth
interviews -
Why do
listeners
& ed broadcast?
Psychiatric*

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

September 22, 1958

Dr. Samuel L. Becker
464 Riverside Drive, Apt. 61
New York 27, New York

Dear Sam,

Many thanks for your note, for getting out the announcement of the grants-in-aid, and for completing the annual report.


I will send to Harry right away any suggestions I have concerning special distribution of the announcement of grants-in-aid.

I am planning to arrive in Omaha by about 6 p.m. on Tuesday of the convention week and to leave by mid-morning on Thursday of that week. During my stay there I shall be happy to serve you and the committee in any way that I am able.

Probably an important item of discussion among members of the committee should be with respect to any policy that we wish to take concerning Title VII of The National Defense Education Act of 1958. Under this title the Congress has authorized appropriation of three million dollars for the study of educational radio, television, motion pictures, and so on during the fiscal year ending June 30, 1959.

Congratulations on your appointment by FAE, and all good wishes for the coming year.

Cordially,


Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

EDUCATIONAL TELEVISION AND RADIO CENTER
2320 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

October 31, 1958

TELEPHONE NORMANDY 3-2476

Dr. Samuel L. Becker
464 Riverside Drive
Apartment 61
New York 27, New York

Dear Sam:

On December 4 and 5 the Educational Television and Radio Center will conduct a conference on research in Ann Arbor. This will be specially directed toward practical examination of the implications of the National Defense Education Act of 1958. The conference purposes will cover three items:

1. To present a comprehensive review of research to date so that productive directions can be established. This is a "where-do-we-go-from-here" emphasis.
2. A report will be made on the best up-to-date intelligence on the policies, criteria, and expectations of the U. S. Office of Education in its administration of the act.
3. Guidance and special assistance on the development of proposals will be made available through the conference.

Harry Skornia and I are agreed that your presence at this conference would be most valuable. Therefore, you are cordially invited to attend. The Center will cover your necessary expenses. We would appreciate a reasonably prompt response to this invitation.

Sincerely,



Ryland W. Crary
Director of Research

RWC:cs1

Hope you can make it.

TO: NAEB Research Committee

FROM: Raymond D. Cheydleur

DATE: October 1, 1957

SUBJECT: New addresses of Committee Members

Several of you requested an up-to-date directory of the addresses of the members of the committee. Flick and Adkins are now settled and we have a different departmental title here at Florida.

ADDRESSES OF NAEB RESEARCH COMMITTEE MEMBERS

- ~~Professor Gale Adkins, Director, Office of Radio-TV Research,
University of Kansas, Lawrence, Kansas~~
- Dr. Sam L. Becker, Director, Television Center, State University
of Iowa, Iowa City, Iowa
- ~~Mr. Robert Coleman, Manager, Stations WKAR-WKAR-FM, Michigan
State University, East Lansing, Michigan~~
- ~~Professor Clarence Flick, 833 9th St., Santa Monica, California~~
- ✓ Dr. Kenneth Harwood, Chairman, Department of Telecommunications,
University of Southern California,
Los Angeles, California
- ✓ Dr. Irving R. Merrill, Director, Television Research, Michigan
State University, East Lansing, Michigan
- ✓ Dr. I Keith Tyler, Director, Institute for Education by Radio-TV,
Ohio State University, Columbus, Ohio
- Mr. Raymond D. Cheydleur, Ass't. Dir., University Broadcasting
Services, Florida State University,
Tallahassee, Florida
- ✓ Prof. Hideyo Kumata, Communications Research Center,
College of Communications Arts, Michigan
State University, East Lansing, Michigan
- Prof. Perry Hannenbaum, Inst. of Communications
Research, U. of Ill., Urbana, Ill.

List of Research Committee Members:

Sam Becker, TV Center, State University of Iowa, chairman; Raymond Cheydleur, Station WFSU, Florida State University; Irving Merrill, Station WKAR-TV, Michigan State University; Kenneth Harwood, Station KUSC, University of Southern California; I. Keith Tyler, Institute for Education by Radio-TV, Ohio State University; Hideya Kumata, College of Communications Arts, Michigan State University; Percy Tannenbaum, Institute for Communications Research, University of Illinois.

Seminar on Research in Educational Broadcasting
Sponsored by the
National Association of Educational Broadcasters and
The Ohio State University

ROSTER OF PARTICIPANTS

- Adkins, Gale. Director, Office of Radio-TV Research, University of Kansas. NAEB Research Committee.
- Becker, Sam L. Director, Division of Television-Radio-Film, State University of Iowa. Currently directing study of kinescopes vs. classroom lectures. Research and publications in mass communication. NAEB Research Committee.
- Bennett, John. Professor, Sociology and Anthropology, Ohio State University. Background in research in cultural influences including broadcast media. Resource Person.
- Bloom, Benjamin S. University Examiner, University of Chicago. Research and publications in evaluation of educational behavior. Resource Person.
- Bogart, Leo. Research Division, McCann-Erickson, Incorporated. Research and publications in mass communication. Resource Person.
- Cheydleur, Raymond D. Assistant Director, Florida University Broadcasting Services. Research and publications in broadcasting. Chairman, NAEB Research Committee.
- Crary, Ryland W. Director of Education, Educational Television and Radio Center. Audio-visual education. Currently coordinating research supported by Center.
- Dale, Edgar. Professor, Bureau of Educational Research and Service. Research and publications in audio-visual education including readability. Resource Person.
- Denney, Reuel. Professor of Social Sciences, Center for the Study of Leisure, University of Chicago. Research and publications in social and cultural phenomena. Resource Person.
- Dr. Ellery, John B. Supervisor, Radio and Television Research, Wayne State University. Research in public opinion and communication.
- Evans, Herbert E. Vice President and General Manager, People's Broadcasting Corporation, Columbus. Host for Monday's Dinner.
- Flick, Clarence E. Assistant Professor and Director of Radio and Television, Department of Speech, University of Nebraska. Currently Mass Media Fellow, Fund for Adult Education. Research in broadcasting. NAEB Research Committee.
- Foshay, A. W. Executive Officer, Horace Mann-Lincoln Institute of School Experimentation, Teachers College, Columbia University. Research and publications in education.
- Gardner, Burleigh B. Executive Director, Social Research, Incorporated, Chicago. Research and publications in social phenomena. Resource Person.
- Gerjucy, Herbert. Department of Psychology, University of Toledo. Research and publications in experimental psychology.
- Harwood, Kenneth. Chairman, Department of Telecommunications, University of Southern California. Research and publications in broadcasting. NAEB Research Committee.
- Hemminghaus, Earl G. Research Consultant, St. Louis Public Schools; Graduate Institute of Education, Washington University. Conducted research aspects of St. Louis experiment in large-group television teaching. Research and publications in education.
- Herzog, Herta. Vice President, McCann-Erickson, Incorporated. Research and publications in social psychology and mass communication. Resource Person.
- Hull, Richard. Director of Radio and Television Broadcasting, Ohio State University. NAEB Vice President.
- Kelly, George A. Professor of Psychology, Ohio State University. Research and publications in psychology. Directed Montclair preliminary study of school television. Resource Person.

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- ✓ Knower, Franklin H. Professor of Speech and Chairman, Interdepartmental Committee on Communication, Ohio State University. Research and publications in psychology and industrial aspects of communication. Resource Person.
- Kumata, Hideya. Associate Professor, Communications Research Center, College of Communication Arts, Michigan State University. Research and publications in communication.
- Lazarsfeld, Paul F. Chairman, Department of Sociology, Columbia University. Research and publications in social phenomena including communications. Resource Person.
- Mail, Richard. Associate Professor of Speech, Ohio State University. Research in broadcasting. Resource Person.
- Marquis, Chalmers. Director of Program Development, Chicago Educational Television Association. Broadcast production and promotion.
- McLuhan, Marshall. Chairman, Culture and Communications Seminar, University of Toronto.
- Merrill, Irving R. Director, Television Research, Michigan State University. Research and publications in the mass media. NAEB Research Committee.
- Millard, William J., Jr. Director, Millard Research Associates, Pelham Manor, N. Y. Research and publications in social phenomena including broadcasting. Resource Person.
- Moore, Harry. Department of Sociology, University of Texas.
- Neidt, Charles O. Chairman, Department of Educational Psychology and Measurements, University of Nebraska. Research Director, Nebraska In-School Television-Correspondence Study Program. Research and publications in education and psychology.
- Newcomb, Theodore M. Chairman, Doctoral Program in Social Psychology, University of Michigan. Research and publications in social psychology. Resource Person.
- ✓ Parsey, John. National Project in Agricultural Communications, Michigan State University
- Peters, Frank R. Director, Measurements and Evaluation, University Counseling and Testing Center, Ohio State University. Research and evaluation of educational behavior. Resource Person.
- Rouland, Howard. Associate Professor of Sociology and Director WQED Audience Research Project, University of Pittsburgh. Social research.
- Scanlon, John J. Deputy Director of Research, Fund for the Advancement of Education. Resource Person.
- Seodel, Alvin. Associate Professor of Psychology, Ohio State University. Resource Person
- Seibert, Warren F. Television Programs Research Consultant, Purdue University.
- Shepherd, John R. Assistant Professor of Speech, and Coordinator of University of Oregon Productions on Station KOAC-TV, University of Oregon. Television production, research and publications.
- Shimberg, Benjamin. Assistant to the President, Educational Testing Service, Princeton, N. J. Educational research; evaluation of educational broadcasting.
- ✓ Siegel, Laurence. Assistant Director, Experimental Study in Instructional Procedures, Miami University, Oxford, Ohio. Research and evaluation.
- Skornia, Harry J. Executive Director, National Association of Educational Broadcasters.
- ✓ Sloane, Frank. Director, Research and Information, Board of Public Instruction, Dade County (Miami), Florida. Educational and administrative research.
- ✓ Summers, Harrison B. Professor of Speech, Ohio State University. Research and publications on broadcast audiences. Resource Person.
- Tannenbaum, Percy H. Assistant Professor, Institute of Communications Research, University of Illinois. Mass media research and publications.
- Tyler, I. Keith. Professor, Bureau of Educational Research and Service and Director, Radio and Television Education, Ohio State University. Research and publications in mass media. Seminar Director.

Inf.

- Tyler, Ralph W. Director, Center for Advanced Study in the Behavioral Sciences, Stanford, California. Research and publications in the evaluation of educational behavior. Resource Person.
- Wagner, Paul. Associate Professor, School of Journalism, Ohio State University. Research and publications in mass media. Resource Person.
- Wiebe, Gerhart D. Partner, Elmo Roper and Associates, New York City. Research and publications in social psychology and communications. Resource Person.
- Wispe, Lauren, Associate Professor of Psychology, Ohio State University. Psychological research and publications. Resource Person.

Additional biographical material for most of the participants is available in the Seminar files in the Seminar Office.

REPORT OF THE RESEARCH COMMITTEE

October, 1958

The past year saw a long-planned-for project of the NAEB Research Committee become a reality. This was a week-long seminar on research in educational broadcasting. Sponsored by the National Association of Educational Broadcasters, with the cooperation of Ohio State University, it was held on the campus of the Ohio State University from December 9th through the 13th, 1957. It was managed by Dr. I. Keith Tyler of Ohio State and of the NAEB Research Committee. The seminar brought together researchers in tangential fields for the purpose of laying out some of the problems on which research is needed for educational broadcasting and to point out some of the ways in which these problems can be attacked. It is hoped that the summary of the conference results, now being consolidated by Dr. Tyler, will provide some guideposts and inspiration for much additional research by educational stations, educational institutions, and research agencies.

Fortunately, the NAEB Board of Directors made it possible for the grants-in-aid program, started in 1955-1956, to continue during this past year. The NAEB can take credit for making possible some excellent research projects, with the expenditure of comparatively little money, through this partial support of research projects. The announcements for the 1958-1959 program of grants should now be in the hands of NAEB members and others interested in research of significance to educational broadcasting. A special attempt was made to get these announcements out early this year so that greater time and thought can be given to the preparation of research proposals.

The Research Committee still feels that the NAEB sorely needs a full-time Director of Research and adequate funds to enable him to organize or direct a large-scale attack on some of the many questions which need to be answered in order to better understand and, thereby, to better carry on this business of educational broadcasting. The Committee also feels that, though each Committee of the NAEB should be free to carry out its own surveys and other investigations, some central coordination is needed and some central repository of research materials. This would avoid needless duplication and wasted funds and probably insure better results from these investigations. The Research Committee again has indicated a willingness to assist any of the other Committees or members in the NAEB with their research problems.

Respectfully submitted

NAEB RESEARCH COMMITTEE

Raymond Cheydleur

Kenneth Harwood

Hideya Kumata

Irving R. Merrill

Percy Tannenbaum

I. Keith Tyler

Samuel Becker, Chairman

SUMMARY OF RESEARCH GRANTS-IN-AIDS FOR 1956-1967-1958

- Burton Paulu, University of Minnesota 2/10/58 \$400.00
 "...a study of the impact of recently inaugurated in-school tv program service on the radio audience of the long established Minnesota School of the Air."
- R. Edwin Browne, University of Kansas 2/10/58 \$100.00
 "...to defray expenses for your study of Attitudes of College and University Presidents toward Educational TV."
- Kenneth Kagar, University of Washington 2/10/58 \$500.00
 "...to support...your study...to isolate and define those characteristics believed to be found in a higher degree among opinion leaders than among the population as a whole. ...To design and execute questionnaires that will provide a reliable and valid measure of probable prestige and social influences of a sample of the known audience of KUOW as compared to a similar number...randomly sampled from the population as a whole."
- James B. Tintera, Michigan State University 2/20/57 \$215.00
 "...to determine which matched group of controlled situation students will utilize material more thoroughly when the material is presented primarily by sight and sound and in a control situation."
- Harrison B. Summers, Ohio State University 2/20/57 \$160.00
 "parents of children 5 to 10 years of age will exercise control or supervision over the TV programs watched by those children."
- Burton Paulu, University of Minnesota 2/20/57 \$225.00
 "...survey certain audio-visual equipment available to Minnesota schools."
- Lawrence Myers, Syracuse University 12/5/56 \$100.00
 "...to gather and consolidate information concerning the problems involved in instituting a program of instruction for college credit over educational and commercial TV facilities with special reference to University policies and procedures for selection, administration, production and evaluation of such instruction."
- James Miles, Purdue University 12/6/56 \$300.00
 "...for a coincidental telephone study to ascertain status, growth and impact of WEAA program and those of others' stations serving the community and state."
- Earl Seigfred, Ohio University 12/7/56 \$300.00
 "...to compare the listenership of the campus radio station WOUI-FM (10 w.) with the ^{LISTENERSHIP} campus radio station WOUI-AM (100 w.) during a comparable period and for a given audience within the effective radius of both stations."

Harold Hanson, Brigham Young University

12/7/56 \$200.00

"...study possible uses and the value of closed-circuit television of basketball games as a service to overflow audience."

October 28, 1958

Dr. Ryland W. Crary
Director of Research
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Ry:

I'm glad to accept your kind invitation to the December 4 and 5 meeting, subject only to the usual risks usually involved in such acceptances.

For the other two people who should represent the NAEB, a quick check with Schooley confirms my suggestion that we would be grateful if invitations could be sent to Dr. Sam Becker, 464 Riverside Drive, New York, New York and Dr. Kenneth Harwood, Station KUSC, University of Southern California, Department of Telecommunications, University Park, Los Angeles, California. Ken's inventory on radio research would be interesting for the group to hear about, supplementing Kumata's report for TV.

Sincerely,



Harry J. Skornia
Executive Director

HJS:jg

CC: F. E. Schooley
William Harley

blcc: Becker and Harwood (w/photo of Crary letter)

X

EDUCATIONAL TELEVISION AND RADIO CENTER

3009 WASHINGTON AVENUE

ANN ARBOR, MICHIGAN

October 23, 1958

TELEPHONE NORMANBY 3-8370

Mr. Harry J. Skornia
Executive Director
National Association
of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

The enclosed letter covers the particulars on the conference to which I invited you on the telephone this morning. It is the edition intended for our station managers.

As you understand, you are cordially invited to attend and to invite and designate as observers and resource persons two other persons competent in the area of radio and media research. I have Eugene's assurance to be with us as consultant and have invited Ralph Skettie and/or David Stewart to be with us also.

If you have any suggestions, please feel free to make them. I have every hope that this can be a very practical conference. We'll look forward to seeing you then - if not before.

Sincerely,

Ronald W. Crary
Director of Research

Enclosed

Enclosure

EDUCATIONAL TELEVISION AND RADIO CENTER

2320 WASHINGTON AVENUE

ANN ARBOR, MICHIGAN

TELEPHONE NORMANDY 2-5476

On December 4 and 5 the Educational Television and Radio Center will conduct a conference on research in Ann Arbor. This will be specially directed toward practical examination of the implications of the National Defense Education Act of 1958. The conference purposes will cover three items:

1. To present a comprehensive review of research to date so that productive directions can be established. This is a "where-do-we-go-from-here" emphasis.
2. A report will be made on the best up-to-date intelligence on the policies, criteria, and expectations of the U. S. Office of Education in its administration of the act.
3. Guidance and special assistance on the development of proposals will be made available through the conference.

You are cordially invited to send a representative to this conference at Center expense. If you have such a person on your staff, it would presumably be that staff member responsible for research activities. However, if you have had working arrangements with an institution of higher learning, your designated representative might well be a university researcher who has an established working arrangement with you. The choice of the most appropriate representative of your interests in this conference is, of course, your own.

The first two purposes of the conference are pretty well structured. For economy of time, they will be made as formal presentations with, of course, allotment of time for questions and discussion. Dr. Rikaya Kumata has been secured as consultant on these topics.

The third purpose is a much more open area, obviously. Since the objective of the conference is to be of practical help to you, we would certainly appreciate any advices or any recommendations for questions or topics to be covered in the agenda.

Your prompt response, including the name of your research representative, will be appreciated and helpful in setting up the details of this conference.

Sincerely,

Ryland W. Gary
Director of Research

RMG:cp1

A PROPOSAL
FROM
THE NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS
TO
THE DIRECTOR,
COMMUNICATIONS MEDIA
RESEARCH PROGRAM
OFFICE OF EDUCATION,
DEPARTMENT OF HEALTH,
EDUCATION AND WELFARE
WASHINGTON 25, D.C.
REGARDING THE ROLE OF THE
NAEB
IN THE
NATIONAL DEFENSE EDUCATION ACT OF 1958

OCTOBER 24, 1958

Throughout its history, the NAEB has been deeply concerned with objective research in the mass media.

The first benchmark content studies of television in the U.S. were carried out, and published and distributed, by the NAEB. These included:

- New York Television (1951 and 1952) by Dallas W. Smythe
- Los Angeles Television (1951) by Dallas W. Smythe and Angus Campbell
- Chicago Summer Television (1951) by Donald Horton, Hans Mauksch, K. Lang
- New Haven Television (1952) by Dallas W. Smythe
- Three Years of New York Television (1953) by Dallas W. Smythe
- Four Years of New York Television (1954) by H. H. Remmers
- Some Comparisons Between British and American Television (1954) by John T. Suchy

Copies of these studies are being forwarded under separate cover. They have been widely distributed throughout the U.S. and Canada, as well as to many foreign research scholars. They are the only studies extant which concern themselves principally with content, techniques, and methodology for the evaluation of television as an effective tool for the communication of information, attitudes and values in the formative stages of television in the first nation to use it.

The first study, even prior to final publication, served as one of the most important single supporting documents in hearings before the Federal Communications Commission at the time of the NAEB's successful efforts, along with those of other organizations, to secure the allocation of television frequencies specifically for educational use.

Subsequent to the above studies the NAEB has turned its attention principally to ongoing services of a somewhat different nature as outlined below:

For many years the NAEB has also been engaged in the active interchange of research findings in educational radio and television with other organizations in the U.S., with other nations, and with such international organizations as UNESCO, the International University of the Air, and the European Broadcasting Union, in all of which the NAEB holds membership or represents the United States.

These efforts have been coordinated by the NAEB Research Committee.

Members of this committee, at present, are:

Dr. Sam Becker, State University of Iowa, Chairman
Mr. Raymond Cheydleur, Manatee Junior College
Dr. Irving Merrill, Michigan State University
Dr. Kenneth Harwood, University of Southern California
Dr. I. Keith Tyler, Institute for Education by Radio-TV, Ohio State University
Dr. Hideya Kumata, Michigan State University
Dr. Percy Tannenbaum, University of Illinois

From time to time, for concentrated efforts, the NAEB has found it necessary to contract for the services of a Research Consultant or Director of Studies. The most recent Director of Studies was Dr. Dallas Smythe of the Institute of Communications Research, of the University of Illinois. Dr. Wilbur Schamm, now of the Institute of Communications Research at Stanford University has also advised the NAEB in many of its research activities, as well as being the first Editor of the NAEB Research Fact Sheets.

In all these studies, as will be seen by perusal of the Fact Sheets and other materials also being sent, objectivity has been the keynote of NAEB activities and publications. The NAEB does not seek to promote the use of television, or radio (which has always been maintained as a focus of its research as well) for doing everything or for any educationally irresponsible uses. Many of the NAEB Fact Sheets

and other studies reveal dangers and failures in the use of television for certain purposes. As an educationally responsible association, the NAEB pledges continuation of this same insistence on scientific objectivity in all its studies and publications, keeping the functions of research and promotion scrupulously separated.

In addition to the actual research carried out by the NAEB during past years, the Association has provided various other clearing house and catalytic functions in the research area of television and radio. These can best be set forth briefly under the following headings:

Research Fact Sheets:

During 1954, the proliferation, of studies into the uses of television and radio as instructional tools became so great, and so confusing to the average administrator and educator, that the NAEB, with the assistance of Dr. Wilbur Schramm, undertook to provide an ongoing digest of the principal studies of this type, with critical annotations and bibliographical references.

The General Announcement of this service, and the first of the Research Fact Sheets themselves, were issued by the NAEB on February 21, 1955. A copy of the initial announcement, setting forth the purposes of this service, is attached.

After the first fifty or so of these Fact Sheets were distributed, in mimeographed form, the demand from outside as well as within the United States became great enough to warrant publishing them as a part of the NAEB Journal, in convenient removable form for filing by series numbers as indicated on the attached samples. Full sets of these Fact Sheets are also being forwarded under separate cover. A revision of the index is also in preparation and will be forwarded

as soon as it is available.

Research Inventory Functions:

In addition to the on-going current distribution of digests of current studies, principally in the U.S., Canada and Great Britain, in 1956 we discussed with Dr. Hideya Kumata, then on the Staff of the Institute of Communications Research of the University of Illinois, a project he was interested in carrying out. The result of this study was An Inventory of Instructional Television Research. This was a project of the Institute, in which the NAEB President and Executive Director cooperated closely. They were able to provide many of the raw materials and contacts necessary in the initial stages of this study. When the study was completed, the finished manuscript was forwarded immediately to the Educational Television and Radio Center, which subsequently published and distributed it with funds available from a grant made for the distribution of such materials and for promotion of Educational Television material. Since this project was conceived and carried out with the collaboration and assistance of the NAEB, a copy of this Inventory of Instructional Television Research is also forwarded under separate cover.

Following publication of this Television Inventory, it became obvious that a similar study in the field of radio would be equally useful. In cooperation with the National Project in Agricultural Communications, which is also interested in the educational effectiveness of radio, the NAEB last year contracted, jointly with the NPAC, for the preparation and publication of such a study. It is now nearing completion, and was reported on by Dr. Kenneth Harwood, a member of the NAEB Research Committee and the research scholar responsible for its completion, at the recent Washington meeting of the U.S. Office of Education, October 20 & 21.

A copy of this study will also be forwarded as soon as it is in the final published form.

Research Grants-In-Aid:

For a number of years, the NAEB has felt that the discipline and tradition of educational research need to be encouraged in connection with the educational uses of radio and television in the United States. We have felt that commercial or market research, or "audience-counting" was leaving a serious void in an area which deserved and needed far more basic study.

The modest funds at the disposal of the NAEB were not adequate to finance such studies fully. Neither were they adequate to maintain a full time Director or Coordinator of Research. However, a modest program of research grants-in-aid was developed and carried out by the NAEB Research Committee to encourage and assist young graduate research scholars particularly and educational institutions interested in embarking upon significant research for the first time, with small sums of up to \$500.00 to provide assistance of the kind essential to make these projects significant and valid. Since these grants were made on an application basis, this procedure also made it possible to have these projects reviewed in advance, by members of the NAEB Research Committee, who were able to provide guidance and assistance available only from such experienced research specialists.

Although funds available were never adequate to provide the support we would have liked, we believe that new wellsprings of research have been discovered by this procedure, and many new techniques and problems have been attacked which otherwise would have received no encouragement.

Of the numerous projects of this sort supported during the past few years, a few might be mentioned at this point as illustrating the type of research supported:

1. A study of the impact of the newly-inaugurated television school programs on the classroom audience of the long-established Minnesota radio School of the Air.
2. A study of the Attitudes of College and University Presidents towards Educational Television.
3. A study to determine the characteristics of the listening audience of an educational station, compared with those of average commercial station listeners, with particular reference to community opinion leadership roles.
4. A study to determine the relative utilization of control groups of students receiving instructional material, respectively, by sight, and by sound.
5. A study of the control exercised by parents of children between the ages of 5 and 10 years old, with regard to the television programs viewed by these children.
6. A study of audio-visual and other equipment available to Minnesota schools for the utilization of modern, non-printed instructional materials.
7. A study of the problems involved in instituting a program of instruction for college credit over educational and commercial television facilities, with special reference to University policies and procedures for selection, administration, production and evaluation of such instruction.

These illustrate a few of the types of research and experimentation which the NAEB has been supporting in recent years, with its research grants-in-aid. In this connection, the NAEB's concern for inter-media studies of comparative as well as joint uses of television, radio and other media, should also be pointed out. Certain schools or institutions have shifted certain courses from radio to television, only to shift them back to radio after a year or more of

experience as more economical or effective. (See Fact Sheet IV, 4, based on Philadelphia Public Schools Annual Report of Television and Radio activities; and # II, 5, as attached.)

We have also been interested in TV-Radio correlation possibilities (part of a course broadcast by TV; part by radio), as illustrated by the TV Program Report, No. 5 of January 1956, a copy of which is also attached. The above examples will indicate the general interest of the NAEB in comparing the effectiveness of different media, rather than short-sightedly forcing any given media to perform functions for which they may be most inefficient.

NAEB Research Seminar:

Upon the urging of educators, research scholars, and broadcasters alike, the NAEB held a National Educational Television and Radio Research Seminar at the Ohio State University December 9-13, 1957. This meeting was attended by individuals in charge of research at the educational TV and radio stations of the U.S. More significantly, it was also attended by some twelve distinguished American educators concerned with U.S. education broadly, rather than only with radio or TV as such, and by the best research scholars we could assemble for this basic first such meeting.

At this seminar the NAEB's responsibility for helping to meet the need for a research coordination center and clearing house not only for the U.S., but also to meet international needs, became inescapable. One of the resolutions drafted by this Seminar states:

"Nationally, an appraisal of the impact of educational broadcasting and its role in the total educational picture awaits development of a comprehensive, integrated, country-wide research program which can be systematically implemented over a period of years. Locally, research personnel connected with educational radio and television stations and production agencies face frustrating problems resulting from significant and complex needs on the one hand, and inadequate financial and human resources on the other."

This Seminar of Research leaders of the U.S. and Canada then called upon the NAEB to provide the leadership necessary to meet this need.

Such activity would involve the coordination and consolidation of the results of all studies in closed and open circuit TV and radio; in credit, enrichment, and general adult education; in the impact and effectiveness of various types of educational programs by radio and television; in utilization as well as in production; in specific techniques and formats as well as in general uses; in teacher and administrator problems as well as in programming; and in problems and failures as well as successes.

Initiative as well as coordination was asked of the NAEB. Such a research clearing house function as we were called upon to provide would insure that the human and financial resources now going into the movement are coordinated and reported in clear enough form so they may all be used to best advantage. It would also insure that applicable research in related fields (psychology, sociology, learning theory, etc.) is reported, distributed and related to that carried on specifically for broadcasting needs.

A copy of the report of this seminar is expected to be available within a few weeks. It will be forwarded at that time.

It is particularly in this type of clearing house function for the results of experimentation and research in television and radio instructional uses, that the NAEB feels that its already existing structure, organization and experience might make it most useful under the National Defense Education Act.

So far we have been unable to secure funds to meet the need which we have been called on to satisfy. This is due, in part, to the reluctance of Foundations to supply funds in an area in which it appears that funds have been specifically appropriated by the Congress of the United States.

We should therefore like to discuss with appropriate individuals in the U.S. Office of Education the role which the NAEB, in view of its qualifications as set forth above, might most usefully play in this important effort.

For that reason no specific request is presented at this time. As a result of the discussions we now request, we would hope to find the arrangement, on either a contractual or grant-in-aid basis, which would best serve the interests envisioned in the National Defense Education Act, and the needs of U.S. Education, under the administration of the U.S. Office of Education.

We therefore respectfully request a conference in which we might discuss steps which should now be taken to put our qualifications and energies at the service of the Office of Education, this Act, and U.S. Education, in the most efficient and effective way.

F. E. Schooley, President
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

HJS:jg

October 24, 1958

WTTW

"WINDOW TO THE WORLD"

Channel 11

CHICAGO EDUCATIONAL TELEVISION ASSOCIATION

OFFICES AND STUDIOS • 1761 EAST MUSEUM DRIVE • CHICAGO 37, ILLINOIS • MUSEUM 4-3800

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Roosevelt University
Rosary College
Saint Xavier College
University of Chicago
University of Illinois

October 17, 1958

Mr. Samuel L. Becker
464 Riverside Drive
Apartment 61
New York 27, New York

Dear Sam,

Sorry to take so long getting back to you, but it's been for good reason I think. I've passed your suggested research plan to a number of our staff members and can now come back to you with a group reaction rather than mine alone. I'm also enclosing a number of very recent commercial study results in which I think you'll be interested.

Regarding your co-incidental study proposal, the reaction here was very favorable. The specific reactions have been obtained from James Robertson, Donley Feddersen, and myself. We agree that you have outlined very clearly a sensible and very workable research plan. Answering your specific questions, (a) yes, we believe most anyone could carry out this study using this paper as its sole guide; (b) we can think of nothing to add to improve it; and (c) we agree that this paper and others like it should definitely be made available to educational broadcasting stations.

We would all like to commend your rationale for this kind of study in paragraph two of your paper. We hope that it will be understood properly and used wisely. Regarding our own WTTW use of a telephone co-incidental study, however, we all agree here that we will probably not get into this in the foreseeable future. The reason is that we can now beg, borrow, or steal identical information, or at least similar information from the commercial study people, as you know.

I'm enclosing to you some rather interesting information which we have just begged, borrowed, and stolen from the commercial study people. Herein you will find

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Rosary College
Saint Xavier College
University of Chicago
University of Illinois

our September ARB ratings, a memo describing the establishment of our research efforts among all our departments, and some figures from both Nielsen and ARB on cumulative audience data. I wish we could see such information from all the educational broadcasting stations in the country. This information is available and it takes only a little local digging to get at it and for the purposes you described in the second paragraph of your paper we consider it most valuable.

Good luck in your new undertakings in New York, and I hope the rest of the NAEB people will take to your paper as well as we have.

Sincerely,

Chalmers Marquis
Chalmers Marquis
Director of Development

CM/pa

MEMORANDUM

TO: The Staff

FROM: Christine McGowan

DATE: October 10, 1958

SUBJECT: TV and ETV Research

The Development Department will from now on maintain for your benefit a reference file and bibliography of important TV and ETV research. We will also circulate monthly memos detailing any new research available as well as full monthly WTTW program audience ratings. All this material will be put at your disposal on a "library" basis - to be used, but to be returned when you have finished with it.

To implement this undertaking, please forward to us any research reports you may now have, and of which you are out now in urgent need. If you must now keep certain important studies, send me a note telling us what it is you have so we'll know where it is.

Much has been learned about every phase of TV and especially ETV by us and others in the past few years. With this new centralized file, we hope to keep you abreast of these findings.

MEMORANDUM

TO: Dr. John Tayler
Executive Director

FROM: Chalmers Marquis
Director of Program Development

RE: LATEST AUDIENCE REPORTS

DATE: September 26, 1958

As you requested, here are current cumulative local audience figures as reported by A. C. Nielsen and the American Research Bureau:

- A. 745,410 homes now reached every month by WTTW programs.
(Latest A. C. Nielsen figures quoted directly from
national NCS#3 Study just released)

At 2 viewers (usually more) per home, these figures
show at least a million and a half viewers per month.
(This is over 30% higher than 1956 audience as reported
in A. C. Nielsen NCS#2 Study.)

- B. Average home viewing WTTW programs watches 2.57 programs,
or 80.63 minutes, per week. (Special report to WTTW by
American Research Bureau - second only to Nielsen in
research field.)
- C. WTTW programs now reach 16 counties in Illinois, Wisconsin,
Indiana, and Michigan. "Reach" means 10% or more of the
TV homes in the county view station monthly. (From Nielsen
Study NCS#3, quoted above.)

October 10, 1958

To: The Staff

From: Development Department

Here are the September WTTW audience ratings compiled by the diary surveys of the American Research Bureau for the week of September 7-13, 1958. Sample size: 337 TV homes. For our purpose, consider 1.0 = 26,000 TV homes = 52,000 viewers.

	<u>Mon. Sept. 8</u>	<u>Tues. Sept. 9</u>	<u>Wed. Sept. 10</u>	<u>Thurs. Sept. 11</u>	<u>Fri. Sept. 12</u>
4:00	0	0	0	0	0
4:15	0	0	0	0	0
4:30	0	0	0	0	0
5:00	.9	.6	0	.3	.6
5:15	.9	.6	0	.3	.6
5:30	.6	.9	.3	.3	0
5:45	.6	.6	.3	.3	.6
6:00	.3	.3	.3	0	.3
6:15	.3	.3	.3	0	.3
6:30	.6	0	.6	.3	.6
6:45	.6	0	.6	.3	.6
7:00	1.5	0	1.2	0	1.2
7:15	1.8	0	1.2	0	1.2
7:30	.6	.3	2.4	1.2	1.5
7:45	.6	.3	2.4	1.2	1.5
8:00	0	1.5	1.8	.6	.9
8:15	0	1.5	1.8	.6	.9
8:30	2.1	.9	.9	1.2	.9
8:45	2.1	.9	.9	1.2	1.2
9:00	1.2	1.8	.9	.3	1.5
9:15	.9	1.8	.6	.3	.9
9:30	1.5	.6	.6	.6	.9
9:45	1.2	.6	.6	.6	.3
10:00	0	.3	0	0	.6
10:15	0	1.2	0	0	.6
10:30	0	1.2	0	.3	.6
10:45	0	0	0	.3	0
11:00	0	0	0	.6	0
11:15	0	0	0	.3	0

Note: No daily data available before 4:00 p.m.

MEMORANDUM

TO: The Staff

FROM: Chalmers Marquis

DATE: October 10, 1958

SUBJECT: Latest A.C. Nielsen Cumulative TV Audience Figures

Every two years, A.C. Nielsen does area studies for all major TV markets. These studies measure the extent to which stations are viewed at least once a day, week, and month, without regard to particular program viewing. The figures are considered highly valid statistically, based on meter reports, interviews, and mail samplings, and are the nationally accepted basic audience report.

This year, during the spring, another such study (NCS #3) was done. Here are the just-published - and confidential - results summarized as they pertain to WTTW.

- | | |
|---|---------------|
| 1. Total homes in area: | 2,116,600 |
| 2. Percentage having TV | 91.5 per cent |
| 3. Counties viewing WTTW once a month in at least
10 per cent of the homes | 18* |
| 4. <u>Total number</u> of TV homes reached by WTTW per month
within the 18 county area | 788,250 |
| <u>Percentage</u> of total TV homes reached by WTTW monthly | 41 per cent |
| 5. <u>Total number</u> of area WTTW TV homes reached weekly | 483,470 |
| <u>Percentage</u> of WTTW TV homes reached weekly | 25 per cent |
| 6. <u>Total</u> WTTW TV homes reached nightly | 130,540 |
| <u>Percentage</u> of TV homes reached by WTTW nightly | 7 per cent |
| 7. <u>Total</u> WTTW TV homes <u>increase</u> over 1956 A.C. Nielsen
NCS #2 study | 33.4 per cent |

*Illinois: Cook, DeKalb, DuPage, Grundy, Kane, Kankakee, Kendall, Lake,
LaSalle, McHenry, Will.
Indiana: Jasper, Lake, LaPorte, Newton, Porter, Starke.
Wisconsin: Kenosha

CO-OPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
State of California

University of California
and United States Department
of Agriculture, cooperating

University of California
Agricultural Extension Service

140 GIANNINI HALL
BERKELEY 4, CALIFORNIA

October 22, 1958


Mr. Samuel L. Becker, Chairman
NAEB Research Committee
c/o National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Becker:

The Agricultural Extension Service of the University of California is beginning a statewide coordinated Home Economics Educational Television Program. We are very interested in developing some studies to measure effectiveness of several different approaches.

Would you please send me any information which you may have concerning Grants-in-Aid for Educational Broadcasting Research?

Sincerely,



Laura Cooley
State Home Advisor

Draft

October 29, 1958

Miss Laura Cooley
Agricultural Extension Service
University of California— 140 Giannini Hall
Berkeley, 4, California

Dear Miss Cooley:

I believe that the best information which I can send to you about the NAEB Grants-in-Aid program would be ~~the~~ the information in one of our announcements of the 1958-1959 program of grants.

I have none on hand but am having our Headquarters in Urbana, Illinois send one to you.

specific

If you have ~~other~~ questions after having read the announcement, I will be quite happy to try to answer them for you. As you probably know, our grants are comparatively small but we hope to use them to aid some imaginative studies as we have done in the past. We are pleased to see your interest in broadcast research and in the NAEB.

Sincerely

cc: Mr. Harry Stearns
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

October 22, 1958

Dear Harry:

This will be a rather hurried exposition of the conference on implementation of Title VII but I believe that there is little time to waste. I think that the NAEB should act as quickly as possible to get a proposal into the works. They have all of this money (though only 1 1/2 million rather than 3 million for the first year we discovered at the last moment. 3 million were authorized in the facilitating legislation -- however, only 1/2 of this was appropriated. I learned something new about the way in which government operates. Interesting that it was the former rather than the latter figure which received the publicity.) As I was saying, they have all of this money and they want to be sure and get it spent by June or they have little chance of getting the 5 million for next year. Also, they want to give some of their first grants to projects which have some assurance of success and publicity value -- again, to help insure the 5-million for the following year. I was quite impressed by Roy Hall. I believe that he wants to really put this money into the sort of research which will best further our knowledge about education -- but I think that the above is a hard fact which he faces in the first year or two of the program.

I had lunch with Roy yesterday and told him that the NAEB wanted to help in the program in any way which he felt was needed. I noted particularly the organization's experience in running seminars and workshops and its experience in the clearing house sort of thing -- distribution of research information or findings, etc. I also talked about the ready-made connection it already has with all of the educational radio and television stations and most of the closed-circuit operations. Frankly, I got nary a rise from him with any of this bait -- even after I told him that we would see that he got a personal copy of our research seminar report and the fact sheets which we have distributed. (This last business was Dick Hall's idea -- and I think it a good one. Dick feels that the NAEB should immediately get a complete file of the fact-sheets and have them bound with hard covers and embossed with something such as "Personal copy for use of Dr. Roy Hall. Dick thinks that this sort of gesture is quite important -- and that the organization should go all out on it.) Anyway, Hall -- (He must be quite a poker player -- plays a cool hand and hides his cards close to his belly.) Hall indicated that Stone's primary function would be the clearing-house function. Whether this lets the NAEB out completely, he did not say -- but held out no encouragement. I think you ought to continue to follow up on it however. He had two specific things which he finally told me that he would like the NAEB to do. Both are research projects for which formal proposals should be made if you want to do them. The first was to discover the blocks to acceptance of the new media. The second project, which I believe that the NAEB is far more able to do, is to do research aimed at discovering the best kinds of equipment, production, performance, etc. for instructional broadcasting. I believe that by calling upon the membership of the NAEB, using the pooled experience which this represents, we have a hell of a start on this latter project already. My suggestion would be an immediate proposal in this direction. This would provide them with some helpful materials which they could distribute early and thus show Congress that they are already helping the schools. (This last Roy did not say, but I would guess that it is in the back of his mind.)

This last sounds as though I was trying to psychoanalyze Hall -- which is correct, especially after he started to feel me out on whether I was interested in becoming Director of the Title VII program -- a result, I gather, of your putting a bug in his ear. This came as quite a surprise to me. Fortunately, he did not want an immediate answer. This is for next June -- if at all. This gives me plenty of time to think -- give me something to cogitate on at night when I cannot sleep -- and it will probably be the thing which keeps me from sleeping. What do you think of the idea?

I must say that Hall won my respect at this meeting. There were pressures from many there to move this program far away from research. He resisted these admirably. As a matter of fact, I believe that he would like to make this more research oriented than the bill will really allow him to do. Anyway, this is a thing to keep in mind in the NAEB dealings with him.

This meeting presented many opportunities for psycho-analysis of interesting reactions. Much defensiveness — especially on the part of John Scanlon of the FAE — and some of the people representing teacher's colleges. The DAVI people were not completely happy either. Wish you could have witnessed all of this — interesting spectacle of each of the vested interests vying to make it easier to get their hands on this money — but none wanting to seem too overt about it. Scanlon constantly wanted to remind everyone that the FAE has already gotten most of the answers. I thought that Ken Harwood acquitted the NAEB quite well with his report — in spite of the loss of physical weight — he threw what he had around quite well and did a good job. Our friend Foshey was one of the more influential people at this meeting. Hoban of Penn U. probably ran him a close second.

So much for the gossip, now on to more business. The Dept of Ed is supposed to send you a batch of the letter inviting research requests which you can forward on to all NAEB members. They probably will not send you enough but you have their permission to duplicate it if necessary. (I assume that you already have one copy.)

There were a number of suggestions for research proposals which were made at the meeting. Hall would not admit himself much but I believe that the following points are considered important by him:

1. The research proposal should be aimed at answering a significant educational problem — it should deal with central educational matters.
2. Research should promise a conceptual leap in how students learn. (There was constant talk of a "break-through" in our knowledge. Again, I think this is important for future dealings with Congress.)
3. Ideally, research projects should grow out of something which these proposing it are already doing.
4. In the research proposal, it is important to show that it is a cooperative effort of decision makers and researchers — rather than simply one or the other — decision makers who should know their goals and problems, researchers who can do a good job of testing whether the goals are achieved.
5. In the proposal, be sure to include a rationale for why it is important to research the particular problem proposed.

I realize that all of these do not pertain to the studies Hall suggested for the NAEB, but they should be kept in mind.

By the way, I am enclosing the vouchers. I took my car. I hope that that is all right. By doing this, and adding 96 miles of driving, I avoided ^{twinkles} hotel bill. I slept in Baltimore with some friends. Even without the savings on hotel bill, this is only slightly more than plane fare would have been, to say no-thing of cabs to and from airports, or limousines. Anyway, anything which you feel should not be allowed, just strike off the voucher. I had planned to pay for the trip, as you know, so it was great news to find that the NAEB was willing to pay for even part of it.

I think that's about it. If there is other information which you want, please let me know. Now what???

Best

Samuel L. Becker

Travel

Mileage

985

27730

255

& Wash

2755

96

1606 miles

6.00 Tolls

3.00 parking

606

6

36.36

(Sun)
Dinner 3.50

Lunch 2.25

Dinner 2.60

Lunch 1.90

Dinner 2.75

13.00

Total

\$58.36

Defensive

N & B

What are the blocks to acceptance
what is the best kind of equipment,
production, performance, etc. for
instruction broadcasting?

October 13, 1958

Dr. Ken Kager
Radio Station KUOW
University of Washington
Seattle, Washington

Dear Ken,

Thanks very much for the abstract of your study that was forwarded to me by Harry Skornia, and congratulations on having produced what appears to be some very good work. I hope to be able to feature a few of your results during a little talk that I am to give at the NABE Convention on Wednesday of this week in Omaha.

You may be interested in comparing your results with those of Don C. Winston, "Study of a Specialized FM Radio Audience," Journalism Quarterly, 32:4:489-490, Fall, 1955. Winston reported study of the audience of KPFA, Berkeley.

Very best personal wishes to you.

Cordially,

th

Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

cc: ✓ Dr. Sam Becker
Dr. Harry Skornia

air mail

See you in Washington, Sam!
th

November 3, 1958

Dr. Ryland Gray
Director of Research
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Ry:

Thank you very much for your invitation to participate in your December conference. I would like to take part but I am afraid that I must pass this one up, in spite of my sincere eagerness to talk about these things. We are expecting our third child in January and the doctor has indicated that it might arrive quite a bit early. Since I am already committed to being away part of December, I really feel that I should remain here to hold Ruth's hand and to take care of our other children, just in case. If I can be of any assistance from here, please feel free to call upon me.

I heard an interesting idea the other day which I feel might be useful to the managers of educational television and radio stations. Perhaps it could be passed on to some at this meeting. We have a small group of academic and professional people who meet here every two weeks to talk about mass communications research. One of the participants is Gilbert Seldes. A week ago Friday he talked about one of the ideas he has had which is soon to be adopted by KING in Seattle. I feel it would be even better for educational stations. The idea is an on-the-air program in which a group of citizens -- different ones each week -- meet with some of the station management and talk about the station's programs and program policy. Viewers or listeners can ask why the station does this or that or why it does not do something else. This sort of thing has many advantages. First of all, you can make your audience feel more a part of the station in this way. Not only can those who participate feel this way but, by inviting letters from other viewers and listeners to be answered on the air, everyone in the audience can be made to feel a vital part of the station. Secondly, this gives management a chance to state its point of view and to clear up many little-understood factors in broadcasting -- especially educational broadcasting. Also, by selecting opinion leaders in the community to participate on some of the programs, additional interest in and audience for the station can be developed. And, in addition to all of this, I think that the station management might even learn something from this informal sort of discussion with members of the audience. What do you think?

Again, I am very sorry that I will not be able to make the meeting. Would love to come to Ann Arbor again. Thanks much for thinking of me.

Sincerely

Samuel L. Becker

Chi WTTW Educ'l TV'er in Revealing Data on Patterns

Chicago, Nov. 18.

Windy City educational channel, WTTW, recently completed a study of its audience size and makeup, and the results are fairly surprising, considering that for budgetary reasons it promotes itself solely in program listings.

Some statistics in brief: the station finds it serves 750,000 people per week in its 18-county span; reaches 1,500,000 homes per month; gets to 4% of the total tv population daytimes and 7% at night; and is tuned in at some time during an average month by 42% of the tv homes.

Though, on the face of it, statistics such as these can have little value to a station that does not accept advertising, they have proved helpful to WTTW fund-raisers in the station's latest drive, especially with those head-scratchers who had to be shown that the station has an audience. The figures also serve to gauge the worthiness of some shows, and in the case of courses for credit a cost-per-thousand can determine whether it is cheaper to beam the subject on the air or teach it in classrooms.

WTTW can't afford to subscribe to any of the rating services but has found the Nielsen and ARB offices here helpful in connection with their study. Also it has been possible for the statisticians making the study to swipe a glance at rating books at other stations, so, as a WTTW spokesman described it, the study was "our best guess based on available information." Among the sources was the Nielsen Area Coverage Study No. 3. In the rating books of ARB and Nielsen, the educational station usually found itself represented as "Other."

VARIETY

Wednesday, November 19, 1958

Unlike entertainment-seeking audiences, WTTW's viewers, according to the study, dial in on a per-show basis and seldom are hooked by adjacencies. Station is actually trying to encourage this kind of viewing and is promoting itself as a "library" of the air. Based on ARB statistics, WTTW finds that an average of 257 programs are watched per week by persons who watch the station at all. Translated into minutes, it comes to an average of 30.63 over the week.

Average audience share has been determined at 15.2%. Best rated shows get around 100,000 viewers; lowest rated (the tv college courses, mainly) play to around 15,000. Shows are not necessarily watched by the intellectual elite, and there seems to be no predominance of any single income level.

Realizing that it can only excite an educational motive in a fraction of the populace and that some people will not be reached at all by an educational channel, WTTW aspires to get one- or two-program visitations per week by two-thirds of the population in its area.

Studies made by other educational stations point up the pattern that audiences increase every additional year the station is on the air. The gray-matter channels in Boston, Pittsburgh, St. Louis, San Francisco, Houston, Minneapolis and Chicago "look" alike, using approximately the same programming, and find their audiences acting alike. Rate of audience gain at each station with each new year roughly coincides with the rate of gain at the other educational stations. recent studies have found.

APPLICATION TO THE COMMISSIONER OF EDUCATION, U. S. OFFICE OF EDUCATION
DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE, FOR FUNDS TO SUPPORT
A PROJECT UNDER THE PROVISIONS OF TITLE VII OF THE NATIONAL
DEFENSE EDUCATION ACT OF 1958 (P.L. 85-864)

Submitted by: The National Association of Educational Broadcasters
Address: 114 Gregory Hall, Urbana, Illinois
Telephone Number: Empire 7-6611, Ext. 3394
Initiated by: Sam L. Becker, Chairman, NAEB Research Committee
Transmitted by: Frank E. Schooley, President
Date: November 21, 1958

I. Project Title. Collection, analysis and distribution of summary results of research and experimentation in instructional uses of television and radio.

II. Problem. The rapid increase in the use of television and radio for instructional purposes in recent years has all too often been guided by trial and error. The exchange of information among the various educational institutions and systems utilizing instructional television and radio has been a problem which is not yet adequately solved. The result is that many studies, and errors, have been repeated and duplicated with great loss of time, energy and money. Although many research projects have been undertaken on the subject of television and radio utilization, the resultant findings and data have not been broadly evaluated or given the widespread distribution which is urgently needed.

Other than the modest efforts of the NAEB and other organizations listed on the next page, all of which have been hampered by inadequate financing, there has been no current central "clearing house" for such research findings. Yet, if summaries could be adequately catalogued in

easily understandable form and distributed properly, much wasted effort, or lack of initiative, could have been prevented and better education for the students involved could have resulted. There are now 238 educational radio and television stations operating in the U. S., of which 164 are FM radio, 39 AM radio and 35 television. Of this number 64 of the educational FM stations and all of the television stations have gone on the air since 1952. In the last few years some 200 closed circuit television installations have also been developed to experiment with, and later to use, television as an instrument of direct instruction and education.

Present indications are that this rapid expansion will continue for several years. It is vital that research findings be made readily available to these existing installations and those up-coming, as well as to administrators, boards of education and teacher groups in order to insure responsible uses of television and radio as instructional tools.

III. Objectives. To make available to appropriate educators and educational broadcasters known data on the effectiveness of television and radio as instructional devices, including research findings on which types of subject matter may be most, and least, effectively taught by these media and how best to use the media to achieve maximum benefits from them in order to contribute most responsibly to American education needs.

IV. Other Related Research.

NAEB EDUCATIONAL TV AND RADIO RESEARCH FACT SHEET SERVICE - brief digests of educational broadcasting research as indicated in VII 2, below.

AUDIO-VISUAL COMMUNICATIONS REVIEW - publishes some reports of

research in the instructional uses of television and radio. The NAEB Executive Director is a member of the editorial board of consultants of this publication.

DEPARTMENT OF AGRICULTURE summaries such as Federal Extension Service Circular No. 514, AN ANNOTATED BIBLIOGRAPHY, by Lucinda Crile.

AGRISEARCH - reports on research, primarily in agricultural communications (NPAC).

AN INVENTORY OF EDUCATIONAL TELEVISION RESEARCH - prepared by Hideya Kumata, College of Communications Arts, Michigan State University. An annotated bibliography of pertinent research in the field, as prepared in cooperation with the NAEB at the University of Illinois, and published by the ETRC.

INVENTORY OF EDUCATIONAL RADIO RESEARCH - now in preparation by Kenneth Harwood, chairman, Department of Telecommunications, University of Southern California. A comprehensive bibliography of research in the field to be jointly published by the NAEB and the NPAC.

V. Procedure.

a. General Method: Presently available research studies, and the results of research and experiments which will become available in the future, will be carefully studied and analyzed by competent researchers. Careful, non-technical, and readily understandable, digests of these research results will be printed and distributed broadly to educators and educational broadcasters.

b. Data: No actual original data will be gathered. Rather the results of completed surveys will be gathered, organized and analyzed. Efforts will be made to accumulate research findings reporting on such problems as (the following are merely representative):

1. Effectiveness of television and radio as teaching devices.
2. Production problems peculiar to television and radio programs designed for in-school use.

3. Inadequacies of television and/or radio to successfully teach certain types of subject matter.
4. Administrative problems connected with the use of television and radio for direct instruction.
5. Curriculum implications of the use of television and radio.
6. Impact and effect upon the learning process of the students involved.
7. Obstacles to acceptance of television and radio as new media.
8. Technical problems of equipment, acoustics and related conditions.

c. Methods of statistical or other analysis: As indicated in Section Va above, a careful analysis will be made of the studies collected (on a continuing basis) and results will be compared carefully in order to make all possible information available in the most compact and concise form possible. The research digests will point out, and attempt to explain logically where possible, similarities and differences among the various studies of the same problem. Cross references will be made to past and concurrent studies.

d. Approximate time schedule: It is anticipated that this will be an on-going project extending over a three-year period. Limited efforts, on an extremely limited budget and distribution basis, have already been made (see section VII below) by this Association. Therefore, the full-scale assumption of this project should be accomplished in minimum time. Many research studies are already in hand and a concentrated effort to obtain many more will be made as soon as money is available to permit such an extensive undertaking. Analysis and digest

preparation could begin almost immediately after the proper staff personnel are hired. This should be accomplished within 60 - 90 days after the receipt of the grant. Within 30 days thereafter the first comprehensive digests should be ready and these would be published at monthly intervals through the three-year life of the grant. (Tentative Beginning Date - April 1, 1959; Ending Date - March 31, 1962).

e. Expected end-product: Monthly, comprehensive digests of research findings in the instructional utilization of television and radio, in an easily readable and readily understandable form. A well informed body of educators and educational leaders, regarding uses of radio and TV for instruction. Also a revision of the present NAEB RADIO AND TELEVISION BIBLIOGRAPHY first published in 1952 by the NAEB.

f. Publication plans: Each monthly digest would be published in printed form, with an annual index, which would make them into a permanent record of instructional broadcasting research in the U. S. and other nations.

VI. Personnel. While it is impossible to name the actual person who would direct this project, since it has not been possible without the necessary funds to discuss it with prospects, it is anticipated that someone will be employed as director of this project of the caliber of Dr. Charles Osgood, Director, or Dr. Dallas W. Smythe, research professor of communications and Acting Director, of the Institute of Communications Research, University of Illinois. Dr. Smythe has previously conducted exhaustive studies for the Association (see section VII below). One or possibly two young research scholars

would be employed to assist the director of the project. The project personnel will be assisted by the NAEB Headquarters Staff and the NAEB Research Committee which has worked on this and similar broadcasting research problems for a number of years.

VII. Facilities. The National Association of Educational Broadcasters is the most logical organization to undertake an important project of this nature for several reasons:

1. As the professional association of educational television and radio stations, production centers, closed circuit installations and the men and women engaged in these activities, the Association is in an excellent position to gather the research findings now in existence and to be done in the future. Its contacts with educators, educational broadcasters and other professional associations are excellent. Since the Association itself does not have production or experimental facilities of any kind, it is only in this type of national clearing house, coordination and professional development capacity that it feels qualified to contribute to the implementation of the National Defense Education Act.
2. On a limited scale, and with an extremely small budget, the NAEB has for the past four years published brief monthly digests of educational broadcasting research. This project would be an expansion of an on-going project which cannot progress beyond its present state and reach the many educators who need these materials, without additional financial assistance.

3. The national headquarters of the Association are located at the University of Illinois and the Association would enjoy the cooperation of the outstanding Institute of Communications Research at the University.
4. Several years ago the Association conducted the only exhaustive monitoring studies that have ever been done in this country, as follows:

NEW YORK TELEVISION - A comprehensive study of the programs carried by New York City television stations during the period January 4 - 10, 1951 and January 4 - 10, 1952, conducted by Dallas Smythe.

LOS ANGELES TELEVISION - A similar study of Los Angeles TV programs during the period May 23 - 29, 1951, conducted by Dallas Smythe and Angus Campbell (Director, Survey Research Center and professor of psychology and sociology, University of Michigan).

CHICAGO SUMMER TELEVISION - A similar study of Chicago TV programs, August 5, 1951, conducted by Donald Horton, Hans Mauksch and Kurt Lang (all of the University of Chicago), in cooperation with the National Opinion Research Center.

NEW HAVEN TELEVISION - A similar study of New Haven TV programs, May 15 - 21, 1952, conducted by Dallas Smythe.

THREE YEARS OF NEW YORK TELEVISION - A comparative study of New York TV programs, January 4 - 10, 1953, with those for the same period in 1951 and 1952 (see first study above), conducted by Dallas Smythe.

FOUR YEARS OF NEW YORK TELEVISION - A study of New York TV programs, January 25 - 31, 1954, compared with the three previous years, conducted by H. H. Remmers (Purdue Opinion Panel).

5. In December, 1957, the NAEB held the first comprehensive seminar on research in educational broadcasting to be held in the U. S. This seminar brought together persons engaged in educational broadcasting research and outstanding educators

and research personnel. This group studied intensively the present status of educational broadcasting research and discussed the future role that such research might well take. This group indicated, in its recommendations (contained in the Seminar Report, already forwarded), that dissemination and coordination of educational broadcasting research is essential to prevent duplicated effort and to present data and information which would be essential guidance to institutions entering the field of educational broadcasting.

6. Other research qualifications of the NAEB are outlined in the Proposal forwarded by the Association on October 24.

VIII. Duration. This project is to run three years from the date the grant is awarded.

3

Budget and Financing

IX. Budget.

Category	Federal Funds Requested	Institution or Agency Funds
1	2	3
Personnel:		See footnote
Project Director (full-time, \$16,000 per year for three years)	\$ 48,000.00	
Research Scholars (one full-time, \$6,000 per year; one half-time, \$3,000 per year, both for three years)	27,000.00	
Secretary (full-time, \$4,000 per year for three years)	12,000.00	
Services:		
Obtaining research studies & materials	3,000.00	
Publication & distribution of digests and Bibliographies	30,000.00	
Supplies & Materials	7,500.00	
Other:		
Travel	6,000.00	
Sub-total (Direct Cost)	\$133,500.00	
Indirect Cost	20,000.00	
TOTAL COST (ALL YEARS)	\$153,500.00	

Footnote: Although no specific matching funds are listed, salary equivalents and other contributions of NAEB staff and committee members are expected to amount to some \$30,000.00, as resources not charged for.

X. Other Support. a. There is currently no support available from other sources for this project, nor has this proposal been submitted to any other agency or organization.

b. This is not an extension of nor addition to a previous project supported by the Office of Education.

XI. Estimated Cost by Fiscal Year.

Category	Federal Funds Requested	Institution or Agency Funds
1	2	3
Fiscal Year 1959	\$ 13,000.00	
Fiscal Year 1960	50,000.00	
Fiscal Year 1961	50,000.00	
Fiscal Year 1962	40,500.00	
TOTAL COST (ALL YEARS)	\$153,500.00	

XII. Duration. Beginning date - April 1, 1959; Ending date - March 31, 1962

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE REGIONAL DIRECTOR

WHA-TV

Madison, Wisconsin

November 26, 1958

Mr. Sam Becker
Director, Division of Television, Radio, Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

Dick Evans
I am writing to ask you to serve as Chairman of the
NAEB Research Committee for 1959. You did a first-
rate job before and we want you to continue.

For the rest of the Committee I am proposing: Ken Har-
wood, ~~Macomber~~, Hideya Kumata, Irv Merrill, John Ellery,
Dallas Smythe, and Bruce Westley.

Sighbert at Purdue is another possibility, though I didn't
want to get the group too large.

Reactions, please.

Evans & Houston

Cordially,

Bill

William G. Harley
Director, Region III

WGH:mg
cc: Harry Skornia

WDET

wayne state university - detroit 2, michigan

PAUL B. RICKARD
Director of Radio and TV

December 17, 1958

LEE S. DREYFUS
Ass. Director of Radio and TV

Dr. Samuel L. Becker, Director
Radio-TV Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

I should like you to know how pleased I am to have a copy of your report on telephone survey techniques. It is a very nice bit of work, and I am making it required reading in certain classes and for all graduate students.

Reports of your activities reach me from time to time, and I do wish that you would slow down to a gallop. You'll soon force me into an "I knew him when" position--and I'm much too young for that.

Do write when you have a moment. More anon.

Cordially,



John B. Ellery
Director
Radio-TV Research

JBE/km

DEPARTMENT OF
HEALTH, EDUCATION AND WELFARE
OFFICE OF THE DIRECTOR
WASHINGTON, D. C.

PC 27 FEB

Dr. Sam L. Becker
Chairman, NAEB Research Committee
National Association of
Educational Broadcasters
Urbana, Illinois

Dear Dr. Becker:

The Advisory Committee on New Educational Media, established under provisions set forth in Title VII of the National Defense Education Act (Pub. 85-864), was convened by Commissioner Derthick for the first time in Washington, D. C. on December 17 - 18, 1958. At this meeting, the Committee developed and approved a basic statement of policy, program, and procedures as well as a plan for initial dissemination activities to be supported by contracts during the current fiscal year. The Committee also reviewed all proposals for research and experimentation which had been received to date.

The nature of the policies and procedures adopted by the Committee are such that the Committee has decided to postpone awarding grants-in-aid for research and experimentation until its next meeting to be held in Washington, March 5 - 6, 1959. Some proposals already submitted may require minor modifications, mostly in regard to listing of budget items. All proposals reviewed to date will be carried forward. Proposals may be revised by any institution as desired in accordance with instructions which will be mailed shortly. The final deadline for submitting new or revised proposals for consideration by the Committee at the March meeting is February 1, 1959.

The Office of Education is very grateful to all those who have expressed interest in the Title VII Program and wishes further to express its deep appreciation for the many suggestions and generous offers of assistance it has received.

Follow-up material giving full details regarding specific procedures to be followed when submitting or revising applications for research grants according to policies and procedures now established, will be mailed to you within a few days.

Sincerely yours,

Kenneth D. Norberg
Program Consultant
New Educational Media

*Sam: We
kept original here.
Herzoth photo.*

Mr. Becker

December 8, 1958

Dr. Kenneth D. Norberg
Program Consultant
New Educational Media
Department of Health, Education
and Welfare
Office of Education
Washington 25, D. C.

Dear Dr. Norberg:

As per your request to Dr. Sam Becker, we are enclosing 10 additional copies of the proposal submitted on November 21 for the collection, analysis and distribution of summary results of research and experimentation in instructional uses of television and radio.

Also attached are 10 additional copies of our proposals of November 24 and 25, on the assumption that ten additional copies of each of these are also required.

Also being sent separately are 30 copies of our October 24 document which was sent before we had received word that proposals should be submitted in 20 copies: the number used for submission of the three proposals sent in November.

If there are any other materials needed, we shall be most happy to provide them.

We regretted your inability to meet with us at Ann Arbor last week, but understand the great pressures which now are yours. We were most grateful that Dr. Stone was able to be with us. We hope our resources and experience may be helpful to you in the administration of this Act, and hope you will call on us for any help we can provide.

The delay in getting these to you was occasioned by the fact that the letters to the respective committee chairmen were forwarded directly to them. If it would not cause your office undue inconvenience, we should like to request that correspondence on all proposals be addressed to this office as the central office for coordinating all NAEB activities under the National Defense Education Act. I hope the delay this first time will not preclude our consideration in

Dr. Kenneth D. Norberg

-2-

December 8, 1958

in the first group of applications, since we had submitted in the number (20) which we had believed to be required.

Sincerely and with all good wishes,

A handwritten signature in blue ink, appearing to read "H. J. Skornia".

Henry J. Skornia
Executive Director

HJS/dfc
Enclosures

Sam Becker
741

HILL-ELLIOTT PROJECTS LISTED AT CENTER MEETING

Administration:

Problems in organization of schools
Teaching larger than normal classes
Philosophies of managers and administrators
Cost studies

Subjects:

Production, evaluation, utilization (with variations)
Languages (5)
Math (2)
Chemistry
Physics
Regional Interests (never explained)
Economics
Natural History

Production:

- What elements influence aesthetic efforts
- What elements influence retention
- Projects in overseas propaganda
- Projects in diffability levels

Methodology:

Methods of evaluating single programs, series, courses, etc.

Teacher Training:

2 projects

Attitudes Toward TV:

Part or all of 3 proposals
- Pupils (to measure how altered by participation, exposures, etc.)
- Teachers
- Public
- Faculty

Methods of use of TV :

Teacher selection and training
guides, follow-up
adjunct: first or last

Influence on:

Achievement
Interest
Attitude towards science
Reasoning ability

Miscellaneous:

Uses and effects with gifted children ~~ETC~~
Use within industry
special types of visuals
What makes certain people sensitive to visuals

I understand ETRC has projects in

- as clearing house for TV and Films
- To discover sources of Teacher opposition to ETV (attitudes)
- and one more

12/11/58

HJS:jg

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.